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PUBLISHER'S BINDING

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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 1 NEW YORK, U. S. A., FRIDAY, JULY 1, 1955 TEN CENTS

Extends Deadline

Sept. 9 Set by FCC as New Toll TV Date

2-Month Postponement Called In Public Interest

From THE DAILY Bureau

WASHINGTON, June 30.—The Federal Communications Commission today extended from July 11 to Sept. 9 the deadline for filing reply comments on subscription television.

It said it felt the extension "will serve the public interest, convenience and necessity."

Comments by proponents and opponents of toll TV systems were filed June 9. The FCC had originally set July 11 as the deadline for answering comments. The Committee Against Toll Television, however, in a request joined in by practically all other par-

(*Continued on page* 4)

See Protracted Talks On 20th-Fox Deal With Schlesinger

Special to THE DAILY

JOHANNESBURG, June 30. — Negotiations in progress here for the purchase by 20th Century-Fox of 90 per cent of the outstanding stock of Schlesinger's African Theatres promise to be prolonged. Under way for the past week, indications are that another two weeks may be required to bring the deal to a conclusive stage.

With 20th-Fox president Spyros Skouras here are Donald Henderson,

(*Continued on page* 4)

'U' Foreign Mgrs. Here for Parleys

A group of Universal-International Films foreign managers arrived in New York yesterday for conferences with foreign executives in New York and at the studio. They are John Marshall, supervisor of Middle Europe and Scandinavia; Enrique Aguilar, general manager for Spain; Dan Casey, general sales manager in Australia, and Syd Sinclair, Northern district supervisor, Australia.

Compo Plans Tax Fight

Special to THE DAILY

BOSTON, June 30.—A declaration that the Council of Motion Picture Organizations plans to fight "the present tax load" was voiced here today by Robert W. Coyne, COMPO's special counsel, in a talk before a large

(*Continued on page* 5)

N.Y. Showmen Laud Audience Poll; Ask 'New Faces' Films

Telegrams and letters assuring company presidents and studio heads that New York City theatres were solidly behind the Audience Awards project and would welcome one and two reel subjects introducing new personalities were sent yesterday by

(*Continued on page* 4)

Discovering the Code

by MARTIN QUIGLEY

TALENT guilds in Hollywood have rather suddenly come to sit up and take notice of the Production Code and the Production Code Administration.

Up to now the Code and the board which administers it have had to struggle along with little or no public or private support from the talent guilds. Among the memberships of the talent guilds have been many of the most vocal and acidulous critics of the Code and everybody and everything connected with it.

But all this is now changed and quite abruptly, too. Resolutions have been passed which imply an endorsement and acceptance of the Code that has hitherto been conspicuously missing, together with a pat on the back for Geoffrey Shurlock, the director of the Production Code Administration. So far so good, a couple of decades late but still good and still welcome.

UNFORTUNATELY the story of the actions taken by the guilds becomes from here on one whose artfulness is clearly showing. The adroitly masked gimmick which quite obviously prompted the resolutions is the somewhat silly contention that the Production Code Administration is infallible and that its decisions are not subject to any criticism anytime, anywhere.

Many persons of good commonsense will laugh quietly at the folly of the guilds in allowing themselves to be maneuvered into this position. Among these will be the members of the British Board of Film Censors, including its distinguished and capable secretary, Arthur Watkins. This board is of course a very important institution in the very important British market. The ideas and actions of this board are of vital concern to the American industry.

The British board has made no secret of its respect for the United States Code or of its belief that pictures made in conformity to our Code thereby generally qualify for acceptance under their own rules and regulations. Yet some ten pictuers recently awarded certificates of approval by the Production Code Administration have gotten into serious trouble with the British board. It would appear that the British board has an opinion that the Production Code Administration—in keeping with every other human agency—can make an occasional mistake.

A curious bit of intrigue is suggested in the fact that the

(*Continued on page* 3)

Up to $150,000

Networks May Participate in Film Financing

Would Advance Cash for First Television Rights

If the "premiere" of Sir Alexander Korda's "The Constant Husband" on the National Broadcasting Co.'s TV network has a subsequent beneficial effect on theatre box-offices, the innovation is likely to set a pattern of far-reaching proportions.

Reliable television sources indicated yesterday that TV interests are toying with the idea of advancing up to $150,000, and possibly more, to independent producers with the stipulation that their pictures will have their initial showings on a television network. This does not mean, it was stressed, that a producer could make an inexpensive "quickie" in the $200,000 to $250,000 bracket and expect to get a big advance from a network. But the chances are that a picture

(*Continued on page* 4)

Extend Kalmus' Pact As Technicolor's Gen. Mgr. 6 Years

The boards of directors of both Technicolor, Inc., and Technicolor Motion Picture Corp., have extended the contract of Dr. Herbert T. Kalmus as general manager for six years. Kalmus is president of both companies and has served as president and general manager since their inception.



Herbert Kalmus

The directors of Technicolor Motion Picture Corp. voted to amend the by-laws to create a new position of executive vice-president, to which John R. Clark, Jr., formerly assistant

(*Continued on page* 4)

"LOOKS TO ME LIKE $10,000,000!"
—LOUELLA PARSONS, Cosmopolitan



STANLEY KRAMER Presents
NOT AS A STRANGER
starring OLIVIA de HAVILLAND · ROBERT MITCHUM · FRANK SINATRA
GLORIA GRAHAME · BRODERICK CRAWFORD · CHARLES [illegible]
thru UA

PN 1993 .M43

Personal Mention

JACK COHN, executive vice-president of Columbia Pictures, is scheduled to return to New York over the weekend from Paris.

•

H. M. BESSEY, executive vice-president of Altec Service Corp., has returned to New York following an extended trip to the West and Southwest.

•

P. T. DANA, Universal Pictures Eastern sales manager, has left New York for Detroit and other key cities of the Midwest.

•

HERB STEINBERG, Paramount national exploitation manager, will return to New York today from Chicago.

•

WILLIAM RICHARDSON, president of the Astor Exchange, Atlanta, has returned there from New Orleans.

•

ALFRED E. DAFF, executive vice-president of Universal Pictures, will leave New York today for California.

•

ROGER L. STEVENS and ROBERT JOSEPH, producers, will leave New York for London today via B.O.A.C.

•

DON GILLAN, Sol Lesser Productions sales manager, has arrived in New York from Hollywood.

•

BILL REILLY, of "American Weekly," will leave here over the weekend for the Coast.

Pickman Leaves for Europe Tomorrow

Jerome Pickman, vice-president of Paramount Pictures Distributing Corp., in charge of advertising-publicity, will leave here by plane for Rome tomorrow to be on hand for the start of shooting there Monday on "War and Peace," which will star Audrey Hepburn and Henry Fonda.

Paramount president Barney Balaban, George Weltner, international distribution chief, and Russell Holman, Eastern studio representative, also will be in Rome for the start of the Ponti-DeLaurentiis production of the Tolstoy novel.

From Rome, Pickman will go to London for a visit to the company's offices there before returning to New York.

Acquires Haas Film

Universal - International has completed negotiations with Hugo Haas for the acquisition and release of his "Tender Hearts." Haas wrote, produced, directed and starred in the picture.

No Paper Monday

MOTION PICTURE DAILY will not be published Monday, July 4, Independence Day and a legal holiday.

'American Weekly' to Issue Its Annual Motion Picture Number on Sept. 25

The editors of "The American Weekly" announced yesterday their plans to produce their fourth consecutive "Movie Annual." This year's number will be datelined Sept. 25.

This issue, as those past, according to the editors, will be devoted almost entirely to the motion picture industry. It will include previews of forthcoming productions; personality stories about the favorites of filmdom and features of Hollywood's latest artistic and technological advances.

The "American Weekly Movie Annual" apparently is consistently well received by both the public at large and the industry itself, editor Ernest Heyn said. Readership figures of previous issues have been unusually high, indicating that the 10,000,000 families who get the "Weekly" each Sunday are keenly interested in motion pictures, while exhibitors for the past two years purchased over 1,000,000 copies of the annual for distribution among their patrons, according to Heyn. These copies, supplied at cost, have provided tremendous plus circulation for film advertising, he said.

Urge News-Theatre Tie-Ups on Awards

Describing the Audience Awards election as "A Newspaper Natural," the 47th in the series of COMPO ads in "Editor & Publisher," which will appear tomorrow, urges newspaper editors and promotion men to get in touch with their local theatre managers and work out promotions that will be mutually beneficial. The ad states that it is expected that at least 10,000 theatres will take part and there is a possibliity that the vote will be as high as 60,000,000.

"Although the election will be national in scope," the ad says, "it is bound to arouse great local interest in every community in which the voting is held. This is not theory; several local theatre polls somewhat similar to this one have been held over the last few years and without exception they have been hugely successful.

"It is here that newspapers enter the picture, for these local elections offer an excellent opportunity for them to tie up with theatres in a variety of promotions."

Pay-TV Detrimental to Radio, TV Sales: Abrams

Approval of subscription television by the Federal Communications Commission would be definitely detrimental to the sales of radio and television products, Benjamin Abrams, president of Emerson Radio and Phonograph Corp. said at a meeting of distributors at the Plaza Hotel here this week.

"If subscription television gets a foothold," Abrams said, "the distributor and dealer may well find himself with a declining sales picture."

Pay-as-you-see TV at first would bring in a few programs, such as new films, that ordinarily would not be seen and the next step would see top TV shows switching from networks to the closed cricuit medium," he stated. "This would decrease the audiences and reduce the quality of free-sponsored shows, thus forcing viewers to pay for the better shows."

Abrams indicated that it was his belief that when "as many as 2,000 TV stations" get on the air, the first-run motion pictures and other choice programs would be made available on a leased basis without toll TV.

Swiss Lose General Aniline Appeal

From THE DAILY Bureau

WASHINGTON, June 30.—The U.S. Court of Appeals conditionally upheld a lower court decision dismissing a Swiss suit to regain control of General Aniline and Film Corp.

The government during World War II vested stock which amounted to 90 per cent control of General Aniline. The stock was held by Swiss interests but the government contended the stock was really controlled by the German firm of I. G. Farben. The government still holds the stock but has talked about getting rid of it once pending court challenges are disposed of.

I. G. Chemie, a Swiss firm also known as Interhandel, sued to get the stock from the government. Federal District Court Judge Laws dismissed the suit when the Swiss government seized various Swiss documents which the U. S. government said it needed to defend the case. Interhandel then appealed to the Court of Appeals.

A unanimous Appeals Court today agreed with Laws that the documents were necessary to the defense of the case. It gave the Swiss government six months to release the papers. If it does release them, the case will be set for trial in District Court here on the merits of Interhandel's case. If the papers aren't made available within six months, the case will then be dismissed.

John Cron to Head Screen Gems Post

John B. Cron has been named director of European sales for Screen Gems, Inc., and general manager of Screen Gems of Great Britain, Ltd., Ralph M. Cohn, vice-president and general manager of the television subsidiary of Columbia Pictures, announced yesterday.

Establishment of the European sales division of Screen Gems is another step in the expansion of Screen Gems into the international field, Cohn said. Offices of Screen Gems of Canada, Ltd., were opened earlier this month in Toronto. The film company eventually will have representatives in every foreign market where there is a general use of television, according to Cohn.

News Roundup

'Itch' Sets Mark, Says Fox

Figures compiled by 20th Century-Fox indicate that the company's "The Seven Year Itch" is heading for a theatre gross of $1,000,000 in less than four weeks of release in 40 situations, putting the picture well ahead of "A Man Called Peter" and "Three Coins in the Fountain."

■

Hornstein Moves

Joe Hornstein, Inc., New York theatre equipment firm, will move its headquarters over the weekend to its own three-story building on West 44th St. Cinematograph International, the company's export division, will be at the same address.

■

ASCAP Program Guide Out

The latest issue of the ASCAP program guide is being sent this week to all radio and television stations. Entitled "Summer Music,'" it is number seven of the series.

■

Theatre Site for Garage

The site of Keith's Theatre, Baltimore, has been tentatively approved for a 13-story elevator parking garage. The owner will be Charles R. Scrivener, Baltimore builder. Keith's, built in 1915, was purchased in 1927 by the Keith-Albee organization. In recent years it had been a first-run house.

Kravetz Suit Against VA Is Dismissed

New York Supreme Court Justice Jacob Markowitz yesterday dismissed the 1953 action filed by the late Max Kravetz against United Artists and others, alleging breach of an option to purchase 90 per cent of the UA stock for $4,000,000.

The suit, which was carried on by Kravetz's widow shortly after his death, claimed that Mary Pickford and Charles Chaplin closed a deal with Arthur Krim, Robert Benjamin and their group for control of the company before Kravetz had an opportunity to execute the option after Paul McNutt, an associate, withdrew from the deal.

Judge Markowitz said he could find no element of fraud or conspiracy, as alleged, from the evidence presented.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"LOVE ME OR LEAVE ME"
in CINEMASCOPE and COLOR starring
DORIS DAY • JAMES CAGNEY
An M-G-M Picture
and Spectacular Stage Presentation

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Talks on New Pact Between U.K., U.S. To Begin in Sept.

Negotiations for the renewal of the Anglo-American film pact will begin "sometime in September" in London, a spokesman for the Motion Picture Association of America disclosed here yesterday.

The American delegation at the negotiations will be led by MPAA president Eric Johnston, it was stated.

Meanwhile, it was said that Johnston, now visiting Spokane and Seattle, plans a trip to Hollywood on July 9, staying there five days before returning to his Washington headquarters. According to an MPAA spokesman, Johnston hopes to leave for the Near East late in July on his special Ambassadorial mission. No definite plans to visit France are held by Johnston now, although he may visit Paris while traveling abroad, it was added. Negotiations for a French pact were said to be currently underway in Paris.

Claim Toll TV Will Not Hurt Theatres

Theatres will not be hurt by subscription television even though the medium will create another market for motion pictures, Walt Framer, producer of television's "Strike It Rich" program told members of New York Variety Club Tent No. 35 here yesterday.

Speaking at a monthly meeting of the local tent at Toots Shor's Restaurant, Framer announced his support of pay-as-you-see TV because "it would stimulate production of films, new shows and ideas."

"Theatres will never die because of competition from pay-TV," Framer stated, "as the public is indoctrinated with an entertainment - away - from - home-idea."

Points to Sullivan

Television is a tool for the theatres because the medium helps to sell motion pictures to the public, Framer said, citing the Ed Sullivan television program as an example of how films of calibre are exploited.

Framer stated that his "Strike It Rich" program stems from the mission of Variety Clubs and that his show also has "a heart." Warren Hull, emcee of the television show, was also a guest speaker.

Luncheon chairman Larry Morris, general manager of the Criterion Theatre here, announced that yesterday's meeting was the last to be held until next September.

Call 'Stranger' Biggest for UA

"Not As a Stranger," with a $14,863 opening day gross here at the Capitol and $6,977 at Chicago's United Artists Theatre, has registered the greatest opening day gross for a UA picture in its New York premiere and has set a house record in Chicago's United Artists Theatre, according to UA.

The picture began its first regular performance yesterday at the Warner Beverly, Los Angeles, and is slated for 136 key-city openings in the next two weeks, William J. Heineman, UA vice-president in charge of distribution, announced.

Discovering the Code

(*Continued from page* 1)

talent guilds, long known generally speaking as no friends of the the Production Code, suddenly break out in defense and approval of the Code right at a time when the important British board of film censors and other institutions and individuals believe that there has been in recent months a deterioration in the application of the principles and regulations of the Code. The apparent purpose and intent is to raise a backfire to becloud and confuse the questions that have been raised about certain recent pictures. The wily maneuver will fool no one, except possibly some of those who allowed themselves to be led into the action taken.

IT WILL be of no help to the Production Code, the Production Code Administration or Geoffrey Shurlock, its conscientious, able and experienced director. It will not unwrite the record of the mistakes that have been made or prevent new mistakes that undoubtedly will be made from time to time in the future. It will still no criticism of past mistakes, nor will it stop criticism that may be expected when grave and numerous mistakes, misjudgments or oversights reappear.

The motion picture in its public relations cannot enjoy a good name by resort to deceit, bombast or blindness. No miracles of superhuman attainment are expected to insure a good reputation. But a smokescreen effort such as the resolutions of the Hollywood talent guilds, in face of the recent appearance of a number of pictures which contain subject matter and treatment not to be justified with the principles and regulations of the Production Code, serves no useful or legitimate purpose.

What is needed is renewed watchfulness and determination on the part of Geoffrey Shurlock and his staff of capable and experienced associates. What is needed also is some reasonable recognition in executive quarters in the industry of the great responsibility which the Production Code Administration carries virtually singlehandedly. The good name of the motion picture and the industry depends more upon the work of this institution than any other single factor.

Yet its members, with very little in the way of support and encouragement, receiving financial compensation at modest rates for long and arduous hours of work, are expected to prevail invariably over the wilfulness of creative personnel of abundant talent and powerful position.

SOUND judgments under the Code on the vast and complex range of moral and social problems that appear in story material which comes under consideration in Hollywood are at times most difficult, aside and apart from the pressures of one kind or another that interested persons apply to gain their particular objectives. But in face of such pressures, unrelentingly and cleverly applied, the wonder is not that mistakes are made but, rather, that the number made are as few as they actually are.

Over the past twenty-five years the Code in Hollywood has had an eventful career. Aside from responsible and informed executive circles it has repeatedly been misrepresented, assailed, ridiculed and ignored. Recently, it appears, there has come a long-overdue awakening among persons of a type who are sharply resentful of criticism from whatever source that if Hollywood did not have the Code it would not merely be in a little hot water once in a while but in a lot of hot water all the time.

With this realization and in the absence of any genuine knowledge of the Code, what it is and how it functions, it has been just one easy step to the position such as that implied in the resolutions of the talent guilds under which the Code and its administration are hailed as infallible—and let no man dare raise a breath of criticism! This is pure rot which lacks even the complexion of sincerity. It serves no worthy purpose.

The Production Code represents a pledge of high purposes on the part of all responsible elements in the American industry. It is a commitment that is not easy or simple to fulfill. Its best chance of fulfillment lies in the policy of honestly recognizing mistakes when they appear and then promptly proceeding to steps to prevent their recurrence. To this end intelligent cooperation is needed from all elements of the industry—and gestures at whitewash from none!

Committee Is Named To Formulate Plan For TV Association

A six-man steering committee has been named to draw up a charter for a television film industry association which will function along the lines of those of the Motion Picture Association of America, it was announced here yesterday.

Some 30 representatives of TV film distributors, at a meeting earlier this week, gave steering committee chairman Dwight Martin of General Teleradio the "green light" to organize an association which would:

¶ Broaden and promote the scope of films for television.

¶ Watch over its interests.

¶ Stimulate the growth of the television film industry.

¶ Develop and disseminate institution-wide information.

¶ Improve trade programs and relationships.

Other committee members, besides Martin, are Ralph Cohn of Screen Gems; Frank Reel, Ziv Television; Dave Savage, Guild Films; Lew Friedland, MCA, and J. Williams, Official Films.

At the meeting, the representatives of the television film distributors heard a report on discussions held with Harold See, chairman of the film committee of the National Association of Radio-Television Broadcasters, as to when cooperation and liaison between both groups might be put into effect.

Says Public Would Reject Toll TV

"The quickest way to kill pay-to-see TV for once and for all is to submit the question directly to the people, as proposed by Rep. Chelf (D., Ky.) in the bill he has introduced in Congress," the Committee Against Pay-As-You-See TV declared in a policy statement.

Co-chairmen Trueman T. Rembusch of Indianapolis and Alfred Starr of Nashville issued the statement in response to inquiries from industry sources on recent developments including proposed legislation by Congress to govern FCC action on petitions seeking authorization to make direct charges to the public for television programs received in the home.

Pointing to results of recent polls and the current trend of letters being received at the FCC, the committee said, "There can be no doubt that, as the public becomes more informed about pay-TV, the opposition to this unwarranted air-grab becomes stronger and stronger."

'Bamboo' to Have 86 July Bookings

Twentieth Century-Fox's CinemaScope production "House of Bamboo," opening today at New York's Mayfair Theatre, will have 86 first domestic playdates during July, it was disclosed.

Preceding its debut in Gotham, the Buddy Adler production will bow at the Goldman Theatre, Philadelphia; Towne, Baltimore; Virginia, Atlantic City; and Albee, Cincinnati tomorrow. The picture will be opened either Thursday or July 7 at the Fox, Detroit.

Rhoden on Visit To Justice Dep't

From THE DAILY Bureau

WASHINGTON, June 30. — Elmer C. Rhoden, president of National Theatres, conferred with Justice Department officials here today. The nature of the conference was not disclosed but Rhoden has met with the Department on several previous occasions in connection with his company's possible expansion and production activities, in relation to N.T.'s Federal consent decree.

Rhoden left here for Kansas City and the West Coast, following a three-day visit in New York.

Networks

(*Continued from page* 1)

with a negative cost of in excess of $500,000 could get as much as $150,000 for the first television rights.

Meanwhile, NBC and the Korda organization are continuing their negotiations for the TV rights to "Richard III." An NBC spokesman said that Korda was asking $500,000 for the rights. If a deal is closed, the three-hour picture will be shown in two parts—half on one night and the other half a week later, inasmuch as the running time is more than three hours.

N.Y. Showmen

(*Continued from page* 1)

Emanuel Frisch, president of Metropolitan Motion Picture Theatres Association, and Harry Brandt, president of Independent Theatre Owners Association.

The wires were an aftermath of a luncheon at the Sheraton Astor Wednesday at which 150 New York City theatre owners pledged their support of the Audience Awards project to Elmer C. Rhoden, national Audience Awards campaign chairman.

Paramount Sued on Martin & Lewis Film

HOLLYWOOD, June 30.—Screen Televideo Productions, Inc., plaintiff, filed suit against Paramount Pictures Corp. today in Federal court, seeking an accounting and declaratory judgment in connection with the distribution agreement, made November 27, 1950, for the Martin and Lewis film, "At War With the Army." Plaintiff asked that the court declare the distribution agreement terminated and prevent further distribution until the case is settled and the defendant hands over all prints to the plaintiff.

STP claims Paramount breached the agreement, failing to account to the producers a full share of gross receipts and interest and that the original distribution agreement made by York Pictures Corp. and Screen Associates, Inc., was assigned to Screen Televideo.

'Foys' Big in Chicago

CHICAGO, June 30.—A June record of $85,000 was scored by "The Seven Little Foys" at its first week in the Chicago Theatre.

Reviews

"House of Bamboo"

(*20th Century-Fox*)
(CinemaScope) *Hollywood, June 30*

AN exciting, highly absorbing story of American gangsterism in the Orient, made doubly appealing by an abundance of interesting, colorful, authentic locations in Tokyo, favors Buddy Adler's production as a natural for top grosses.

Samuel Fuller's direction is suspenseful from main to end title. He makes every scene count, building up the action with a realistic, documentary approach. Robert Ryan, Robert Stack and Cameron Mitchell uphold their marquee ratings with sensitive, yet forceful portrayals of men who live dangerously; but the fans will come away delighted by the charms of the Japanese beauty Shirley Yamaguchi. She answers Fuller's direction with a dramatic quality shared by very few of our own leading ladies.

The Harry Kleiner screenplay is creditably assisted by Joe MacDonald's camera eye, remarkable color by DeLuxe and a compelling musical score by Leigh Harline.

The story brings Robert Stack to Japan in the guise of an ex-convict to perform a secret mission for the U. S. Army. He manages to convince Robert Ryan, leader of a group of racketeers, whose crimes include hi-jacking of Army supplies and murder, that he's the caliber of hoodlum the gang can use.

Cameron Mitchell, the number two man of the gang, openly resents Stack for moving up in Ryan's favor. His display of temper causes Ryan to suspect him of tipping the police on one of their biggest jobs. Ryan kills him in a cold-blooded payoff for his suspicion. Miss Yamaguchi, who was briefly, but secretely married to one of Ryan's hoodlums, who died of gun wounds without disclosing Ryan's identity with the crimes, portrays Stack's "kimona girl" in an effort to help him get Ryan with the evidence. It was she who carried Stack's instructions to the police.

When Ryan learns of his mistake in trusting Stack, he immediately sets him up as the fall guy in a jewel robbery to be killed by the police. Bad timing stymies his plan, and, in an exciting finish in a children's amusement park, Stack and the police get Ryan as he attempts to shoot it out from a circular amusement ride atop a high building.

Running time, 103 minutes. General audience classification. Release in July.

SAMUEL D. BERNS

"Bring Your Smile Along"

(*Columbia*)

MOST audiences should find "Bring Your Smile Along" a pleasant and relaxing film. Although the story is slight and predictable, it is and can be described as a happy musical.

One of the nicest things about the film is its lack of pretension. Blake Edwards, who wrote the screenplay, collaborated on the story with Richard Quine and directed, bypassed elaborate production numbers and kept the picture moving at a snappy, youthful pace that belies its running time.

Another pleasant asset is the appearance of Frankie Laine who, unlike his other pictures, has as much to do histrionically as he does vocally. His special style of singing is as vibrant as ever and his acting, though not sensational, is more than adequate.

Laine and Keefe Brasselle are two unemployed entertainers. Brasselle is a composer who desperately needs a lyricist while Laine is a singer who needs a break. Across the hall in their rooming house is a high school teacher who wants to try her luck at lyric writing. After several complications, they get together and naturally are successful.

Romance blossoms between the two composers but the young lady has a home town sweetheart still to think of. The usual argument follows, she returns to school, he can't write with any other lyricist and both are terribly unhappy. But Laine and the understanding boy friend combine to bring matters to a they-lived-and-worked-happily-ever-after conclusion.

It's not the story that counts as much as the amusing incidents, variety of songs and pleasant performers. Brasselle is quite good, especially in the comedy sequences and should try this more often. Two young ladies, currently being groomed by Columbia, are also seen. One is Constance Towers, a lovely singer who makes her debut as the lyricist, and Lucy Marlow, heretofore seen in bit parts, as Laine's pert and amusing girl friend.

Among the songs heard are the standards "Don't Blame Me" and "Side by Side" and a sprightly number called "Gandy Dancer's Ball." There is also an extremely funny burlesque on burlesque where the heroes work until they start a brawl.

"Bring Your Smile Along" is the kind of film once known as "warm weather" entertainment.. It's light and fresh and does go well with air conditioned theatres. Jonie Taps produced.

Running time, 83 minutes. General classification. For release in August.

RKO Pathe Filming TV Series for NBC

RKO Pathe, Inc. will begin film production on "Crunch and Des," on July 5 in Bermuda, an adventure series which the NBC Film Division will offer to television stations in late August, it was announced here.

The half-hour series of 39 episodes stars actor Forest Tucker and is being produced by Bermuda Films, Ltd.

'Nick the Greek' Rights to Silverman

CHICAGO, June 30.—Edwin Silverman, head of the Essaness circuit here, has acquired the screen rights to the story of Nicholas (Nick the Greek) Dondolas, noted gambler. Silverman, who has been involved in independent production in recent years, reportedly had an interest in "711 Ocean Drive" and "Phenix City."

1,315,000 TV Sets In Boston Area

BOSTON, June 30. — There are now 1,315,000 television sets in the Boston area, according to figures released from WBZ-TV and WNAC-TV. This is an increase of 6,844 sets during the month of May.

Kalmus

(*Continued from page* 1)

to the president, was appointed for a three-year period.

The board of Technicolor, Inc., declared a dividend of 25 cents a share on the new $1 par common stock and a 50-cent dividend on the no par common, not exchanged, payable on July 22 to stockholders of record on July 8.

Kalmus reported that the consolidated earnings of the Technicolor companies for the first six months of this year, after taxes on income, were estimated to be 65 cents per share, which compared with 32 cents per share for the corresponding period of 1954.

Toll TV Date

(*Continued from page* 1)

ties, asked for the two-month postponement.

The FCC today noted the committee's arguments that the original comments were extremely voluminous and varied and that all sides would be able to file more detailed and thorough analyses if the time limit for replies were extended. The National Association of Radio and Television Broadcasters, ABC, CBS and the three toll TV proponents—Zenith, Skiatron and Telemeter—had all endorsed the request for the extension.

Schlesinger Deal

(*Continued from page* 1)

company treasurer, and Otto Koegle, general counsel. Skouras is scheduled to address a meeting of the National Conference of Christians and Jews in Brussels on July 15. If the negotiations here have not been concluded by then, he probably will interrupt them to plane to Brussels and back.

Glowmeter Plant to Be Sold on July 19

BUFFALO, June 29.—The North Tonawanda plant of the Glowmeter Corp. will be sold at public auction, probably on July 19, according to Owen B. Augspurger Jr., attorney for the corporation, which now is being reorganized under the Federal Bankruptcy Act.

Proceeds from the sale of the plant, will go to Harold A. Tracy of Norwich, owner of the property. However, if the sale exceeds $231,000, the amount in excess of that sum will go to the Glowmeter Corp. as payment for an option which the corporation holds to purchase the property.

The corporation, which filed a petition for re-organization on Sept. 14, listing debts of $973,558 and assets of $408,329, will move to a smaller plant of about 3,000 square feet. Augspurger said screen material is being produced by the corporation. A meeting of creditors is scheduled.

Compo Plans

(Continued from page 1)

group of exhibitors and distributors here at the Hotel Bradford on the COMPO Audience Awards poll, also spoke on the tax situation. He paid tribute to the tireless efforts of Sam Pinanski, one of the co-chairmen of the industry organization, in effecting the reduction of the Federal admission tax. "We are not out of the woods yet," he stated, adding that he could not disclose the details now of plans to campaign against the present "tax load."

Continued Coyne: "But the fear and danger of local taxation is always with us and we must be on the alert."

In regard to the Audience Awards poll, Coyne stressed that the campaign is pointed directly at the public. "This is a re-forestation program," he declared, "to develop new faces, new stories and a new interest in our industry. Hollywood is cooperative and distributors see a great boon in this plan," he added.

Five Others Pledge Support

Coyne was introduced by Paul Levi of American Theatre Corp. who conducted the meeting. Other than the COMPO special counsel, speakers included Pinanski, Martin Mullin, Charles Kurtzman, Edward Lider and Gasper Urban. Pinanski, Mullin and Lider pledged full support of the plan by their theatres.

Questions, asked from the floor, revealed the enthusiasm of theatre managers for the plan. Many suggestions of local tie-ins with radio stations and newspapers were pointed out, in addition to the airing of other promotional ideas.

Far West Exhibitors Interested in EFFG

Theatremen throughout the Far West have expressed a tremendous interest in Exhibitor Film Financial Group, Inc., primarily because of the present shortage of product in that area, according to George Gaughan, field representative for the Theatre Owners of America, who returned recently from a western tour.

Gaughan declared that business, up to mid-June, had been very bad in Oregon, especially in the Portland area. "Drive-in theaters were affected the worst because of the rain and cold up to mid-June, but now theatre business has picked up considerably for all types of theatres there," he said.

Exhibitor interest in EFFG is twofold, the TOA field representative stated. "First of all, theatre men are interested in the EFFG because it offers a solution to the product shortage, and secondly, they take a speculative investment point of view," Gaughan said.

'Virgin' to Premiere In Portland, July 22

The Children's Theatre of Portland, Me., will be the beneficiary of the world premiere of 20th Century-Fox's CinemaScope production of "The Virgin Queen," which will take place on July 22 at the Strand Theatre in that city.

Besides a host of Maine government officials, a New York press delegation and a group of New England newspapermen will be flown to Portland to attend the one-day civic event which will be highlighted by the opening.

The film company is holding the world premiere of the picture in Portland because Bette Davis, who stars in "The Virgin Queen," is a leading citizen of that city and a director of the Children's Theatres, one of the nation's leading juvenile theatrical groups.

Reviews

"The Road to Denver"

(Republic)

WHEN Republic filmed the recent "Santa Fe Passage," the studio utilized the scenic beauty of Utah. For "The Road to Denver" Republic has given the picture the same sort of handsome treatment. It is a western of standard design and features some nice performances, brisk direction and the aforementioned rugged locales. The action fans should enjoy it.

Starring in the tale, which centers on the enmity of two brothers, are John Payne and Skip Homeier, in the pivotal roles, and Mona Freeman, who creates something of a triangle, and Lee J. Cobb, last seen in "On the Waterfront," as the inevitable, evil saloon keeper who also masterminds the local holdup gang. Payne is seen as the "good" brother who has unsuccessfully tried to bring up the "kid," Homeier, as their father might have. When Homeier turns out to be almost psycopathically inclined toward violence, Payne strikes out on his own and soon is well established in a stable (horse) business with aging Ray Middleton and his pretty daughter, Miss Freeman.

Shortly thereafter, Homeier turns up and takes a job as a hired gunman to Cobb, which gives both Payne and Miss Freeman much unhappiness. The situation is resolved, finally, in a bloody gun battle which arises when Cobb tries to cut in on a budding stage line started by Payne and Middleton. As a result of the fracas, Homeier sees the error of his ways and enables Payne and Miss Freeman to marry with some sense of security.

Horace McCoy and Allen-Rivkin wrote the screenplay based on a *Saturday Evening Post* story by Bill Gulick. Joe Kane directed and Reggie Lanning was director of the very good photography, including some brief but exceptionally effective scenes shot in a mountain snowfall. The color by Trucolor is adequate

Running time, 90 minutes. General classification. For release in June.

"The Man from Laramie"

(Columbia)

(CinemaScope)

Hollywood, June 30

WILLIAM GOETZ came through with flying colors for his first production under the Columbia banner. He has produced a Western with the caliber of punch and performance that draws long lines to the box office. Exhibitors will have no problem backing it up with a campaign of confidence.

The consistency of James Stewart and Anthony Mann as a successful star-director team remains firm. Stewart is simply great in a role filled with tenacious determination to avenge the cold-blooded massacre of his brother's cavalry troop. Tony Mann's ferreting of unusual locations in the Pueblo Indian country of New Mexico, not only breathtaking in color by Technicolor, but dramatically significant, is in itself a notable complement to the production's value. Charles Lang's camera eye was sharp in capturing the CinemaScopic vistas as well as the tensely stirring situations.

Arthur Kennedy, Donald Crisp, Alex Nicol, Aline MacMahon and Wallace Ford are individually impressive in their co-starring parts. Cathy O'Donnell, in the leading lady spot, had the difficult job of effecting credibility for a role lacking definition. The screenplay by Philip Yordan and Frank Burt, based on the "Saturday Evening Post" story by Thomas T. Flynn, is constructed with emphasis on the action. Stewart, in his search for the traitor smuggling guns to unfriendly Apache Indians, falls into the hands of Alex Nicol, half-crazed, spoiled son of Donald Crisp.

Nicol makes a cruel point of having Stewart realize that his father is the powerful owner of nearly all the land surrounding the town of Coronado by having him lassoed and dragged through a campfire, burning his wagons and killing his mules. Stewart finds an opportunity to even the score, letting Nicol and Arthur Kennedy, Crisp's foreman, who has been promised a part-ownership in the cattle land, know that he doesn't intend being pushed around until he tracks down his quarry.

Miss MacMahon, who has refused to yield or sell her ranch to Crisp, although carrying a warm spot in her heart for him through the years, sides with Stewart and offers him a chance to stay around by acting as her ranch foreman.

Nicol, jealous of Kennedy's supervision, despite their secret partnership in gun-smuggling, is killed by Kennedy when he tries to let the Indians know that another wagon load of guns is available. Kennedy has Crisp believing that Stewart committed the crime, but then finds it necessary to try and kill Crisp as he scouts his property for the contraband. Stewart manages to rescue Crisp, destroys the load of guns, and allows Kennedy to escape into an ambush by vindictive Apaches. His mission completed, Stewart leaves to rejoin his army outfit at Laramie.

Lester Lee and Ned Washington wrote the title song, a catchy ballad that will find its mark in the pre-selling campaign, while George Duning gets credit for the rest of the musical score.

Running time, 102 minutes. General classification. Release in July.

S. D. B.

Specialty Releases

Jules Weill, president of Specialty Pictures, will release 12 pictures for the season of 1955-56, it was announced here yesterday by Bell Film Exchange, which has contracted for the pictures for the Buffalo, Albany and New York territory. The first release will be "This Man Is Dangerous," starring Edward Constantine.

Winners Announced In 'U' Sales Drive For Chas. Feldman

Winners of the $50,000 "added" prize money in Universal Pictures' 17-week "Charles J. Feldman annual sales drive," which concluded on May 1, were announced yesterday, with 156 bookers, cashiers, office managers, salesmen, branch managers, district managers and division managers sharing in the prizes. The drive was marked by another new high in world-wide billings, it was said.

The Southern division headed by F. J. A. McCarthy captured first place among the divisions, with Foster M. Blake's Western division taking second.

Martin's District Wins

The district supervised by Henry H. Martin which consists of the Dallas, New Orleans, Oklahoma City and St. Louis branches topped the districts, second place going to James V. Frew who supervises Atlanta, Charlotte, Cincinnati, Jacksonville and Memphis, and third place going to P. E. Rosian's district which includes the Cleveland, Detroit, Philadelphia and Pittsburgh branches.

The winning branch office was Seattle, managed by Arthur Greenfield. Second place among the branches was captured by Jacksonville managed by Buford Styles; third by New Orleans, directed by C. R. Ost; fourth by Salt Lake City, headed by C. R. Wade, and fifth by Philadelphia, managed by Ed Heiber.

New England Group Holds First Meeting

BOSTON, June 30.—The COMPO audience awards campaign, legislation, the minimum wage law, toll television and other industry problems were discussed at the first regional up-state meeting of the Independent Exhibitors of New England, unit of Allied States.

The meeting, held in Concord, N. H., was conducted by Edward Lider, president, and Carl Goldman, executive director.

Among the exhibitors present were John Anthony, Marie Bruno, Fenton Scribner, Armand Pepin, George Freeman, all of Manchester; Warren Nichols, Peterboro; Fred Markey, Exeter; Ken Dimmock, Hanover; Joe Bronstein, Nashua; Henry Gaudet, Weirs; Beryl Aldrich, Lisbon; Robert Robie, Hookset; and Walter Stariknok, Boscawen.

Set Back Col. Phone Promotion to July 11

Technical difficulties have caused Columbia Pictures to postpone the New York phase of its "Call Jimmy Stewart" campaign for "The Man From Laramie" which was to have started officially today.

The intra-industry test which was run in New York proved, according to Columbia, so successful that the telephone company insisted Columbia use more than the original 10 phones and playback devices. A new number will be assigned and the operation is expected to begin here on July 11.

Out of town, meanwhile, final arrangements are being made to add Baltimore, Washington, Los Angeles and San Francisco to the 10 cities in which the promotion already is in operation.

TOP OF THE WORLD

tops in "SUSPENSE!" —Film Daily

tops in "ACTION, THRILLS!" —Hollywood Reporter

tops in "EXCITEMENT!" —Harrison's Reports

"TOP NOTCH ACTION DRAMA"! —Variety



"TOP OF THE WORLD"



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thru UA

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 2 NEW YORK, U.S.A., TUESDAY, JULY 5, 1955 TEN CENTS

Files With FCC

NewPay-to-See System Has No Card or Coin

'Ultravision' Is Fourth Subscription TV Plan

From THE DAILY Bureau

WASHINGTON, July 4.—The Federal Communications Commission has been notified of a fourth subscription television system, which uses neither a punch card nor a coin box and may be employed by any conventional television receiver.

The name of the system is Ultravision, patented by Dynamics-Electronics-New York. Ultravision, Dynamics told the FCC in its comments,

(*Continued on page 7*)

TV in Africa Ready Soon

Special to THE DAILY

CAPETOWN, July 4.—The debut of television on the African continent is expected soon.

According to reports from Lisbon, a $30,000,000 TV installation is scheduled to be erected immediately in Portugese East Africa, 400 miles from

(*Continued on page 7*)

TNT to Telecast Heavyweight Bout

Over 100 theatres are expected to present the closed circuit telecast of the heavyweight championship bout between Rocky Marciano and Archie Moore on Sept. 20 at the Yankee Stadium here, it was announced by Nate Halpern, president of Theatre Network Television.

The last TNT closed circuit telecast of a boxing championship took place in May when TNT presented the Marciano-Cockell heavyweight fight in 83 theatres in 59 cities.

Allied's EDC May Meet This Week to Map Future Action on Sales Policies

Allied States' Emergency Defense Committee is expected to meet shortly, perhaps this week, to map its future course of action in the wake of the virtual completion of individual company meetings, it was learned here at the weekend.

With the exception of a meeting with United Artists, the film company conferences were completed before the Allied-imposed deadline of July 1. It was stated that the EDC, members of which were on the joint Allied-Theatre Owners of Committee which conducted the film company conferences, are now preparing a report. The impression is that no decision on the series of conferences has been made as yet, a decision which may govern Allied's proposed plan to seek Federal regulation of film rentals. The date for the projected UA meeting with the joint exhibition committee has not been set as yet, but it appears likely to be held soon.

Weekend Negotiations

Fox-Schlesinger African Deal Closer to Climax

Special to THE DAILY

CAPE TOWN, July 4.—Results of the 20th Century-Fox-Schlesinger negotiations are expected to be announced shortly, as talks took a turn toward a more climactic stage at the weekend.

Whether or not the deal for the purchase by 20th Century-Fox of 90 per cent of the outstanding stock of Schlesinger's African Theatres goes through, 20th-Fox president Spyros P. Skouras plans two CinemaScope features to be filmed here.

Skouras, here leading the 20th-Fox negotiating team, also plans the establishment of a Fox Movietone base here. It was further made known that 20th-Fox will play the product of other companies if the deal is consummated, in addition to playing native African features.

It appears that the J. Arthur Rank's charitable trust arrangement for his Odeon Group is not proving an unsurmountable obstacle. The Rank

(*Continued on page 7*)

Rank Is Continuing Theatre Expansion In United Kingdom

From THE DAILY Bureau

LONDON, July 4.—The J. Arthur Rank Organization continues to expand its theatre interests in the United Kingdom. Latest acquisitions are the two Regals in Newcastle and Sunderland from Black's Northern Theatres, the Regal, Sunderland, a 2,500-seater and the Newcastle house with 1,800.

This follows the group's take over earlier this year of seven cinemas in Scotland and 11 in Northern Ireland.

It is also announced that J.A.R.O. will re-open the 1,873-seater Gaumont, Streatham, London on July 18. This key theatre was originally opened in 1932 but has been closed for the past 10 years through bomb damage.

The Gaumont is now claimed to be one of the most modern and luxurious theatres in South London. Virtually a new theatre has been built within the outer shell of the pre-war Gaumont. The equipment includes anamorphic lenses and a wide screen capable of showing VistaVision and CinemaScope. The screen measures 48 x 23 feet.

NT 'Sounds Out' D-J on Production

From THE DAILY Bureau

WASHINGTON, July 4.—National Theatres has sounded out the Justice Department on the conditions that would have to be met before the circuit can start producing pictures to be used with its new Cine-Miracle projection system.

The problem was put before the department by National Theatres President Elmer Rhoden and other

(*Continued on page 7*)

Golden Predicts

1,300 Million Theatre Gross During 1955

400 New Drive-ins Also Seen by Commerce Dept.

From THE DAILY Bureau

WASHINGTON, July 4.—Commerce Department film chief Nathan D. Golden said motion picture attendance in the U.S. "Continues on the Upswing" and that the foreign market for U.S. films "is holding at a high rate."

He predicted that theatre gross receipts this year would be about $1,300,000,000, compared with $1,220,000,000 last year. He said foreign remittances would be approximately $200,000,000.

Golden's predictions were contained

(*Continued on page 7*)

Coyne Warns Of Deadline

All exhibitors who have not yet submitted their Audience Awards nominations for pictures released between Oct. 1, 1954, and March 31, 1955, were urged to get them into the mail at once in a statement issued at the weekend by Robert W. Coyne,

(*Continued on page 7*)

Damages Bill Now To Be Heard July 12

From THE DAILY Bureau

WASHINGTON, July 4.—A House Judiciary Subcommittee has now set July 11 as the date for resuming hearings on the so-called discretionary damages bill. The date had originally been set at July 12. Allied States Association Counsel Abram F. Myers and Adolph Schimel of the Motion Picture Association are among witnesses still to be heard.

JOSÉ FERRER JUNE ALLYSON IN The Shrike

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THE MAGAZINE FOR YOUNG ADULTS

Personal Mention

DR. HERBERT T. KALMUS, president of Technicolor, has arrived in Europe from New York.

●

HUGH OWEN, Paramount distribution vice-president, will be in Charlotte and Atlanta this week from New York.

●

EDMUND GRAINGER, producer, has arrived in Colorado Springs from Hollywood.

●

IRVING SHIFFRIN, of the Allied Artists exploitation department, is in Columbus, Ga., from New York.

●

JERRY WINTERS, producer-director, was married in Miami Beach on Sunday to RHODA SPECHLER.

●

FRANCIS A. BATEMAN, Republic Pictures district manager, was in Seattle last week from Los Angeles.

●

LOU BURNETT, booker for Allied Artists in Atlanta, has left there for a vacation in California.

●

BERNARD MENSCHELL, of Community Amusement Corp., Hartford, has returned there from Boston.

●

HENRY FONDA left New York for Italy on Friday via Italian Airlines.

●

JOAN BENNETT will arrive here today from the Coast.

May TV Output Above 1954 Period

From THE DAILY Bureau

WASHINGTON, July 4.—Television set production in May followed a seasonal pattern and dropped off from April, but was still well above May, 1954, according to the Radio-Electronics-Television Manufacturers Association.

May production was put at 467,394 sets, compared with 583,174 sets for April and 396,287 sets in May of last year.

RETMA said that during the first five months of 1955, there were 3,238,820 TV sets produced, a 41 per cent increase over the 2,301,055 sets produced in the like 1954 period.

Eichman Quits Astor; Joins Screen Craft

Cy Eichman has resigned as advertising-publicity head of Astor Pictures Corp. and Atlantic Television Corp. after an association of nine years, it was announced by R. M. Savini, president of Astor and Atlantic.

Eichman will become affiliated with Screencraft Pictures, Inc., in a newly created post of Eastern T.V. sales manager, working in conjunction with Ed Berkson, vice-president, and Peter Piech, national sales manager.

Louis Scheingarten will handle the art work and production of advertising accessories on all future Astor and Atlantic releases.

USIA Will Receive Boost in Budget For Film Program

From THE DAILY Bureau

WASHINGTON, July 4.—The motion picture program of the U. S. Information Agency, the government's overseas information service, will get a sizable increase in funds to operate on during the coming 12 months.

This was assured when Congress on Friday approved an appropriation bill greatly increasing funds for U.S.I.A. during the fiscal year which started July 1.

House-Senate conferees decided to give U.S.I.A. $85,000,000 for its operations during the coming year, compared with $77,114,000 that the agency had during the year just ended. The agency had originally requested $88,500,000 for the coming year. The House voted $80,500,000, the Senate $88,350,000 and the final compromise figure set at $85,000,000.

May Get $4,000,000

The conferees did not say how much of the total should go to the motion picture service, leaving this to the agency to decide. However, the film program is certain to get a sizable increase over the $3,087,000 it had during the year just ended. U.S.I.A. officials had planned to allot the film branch $4,484,000 out of the $88,500,000 it originally sought. Since the agency as a whole got a sizable increase over the year just ended, the film program is almost certain to get a proportionate increase in its own funds, probably to around $4,000,000. The exact amount won't be known for some time.

See $10-Million For 'Stranger'

"Not As A Stranger" will gross at least $8,000,000 to $10,000,000 in the U. S. and Canada, George J. Schaefer, general representative of Stanley Kramer Pictures, Inc., stated at the weekend on the basis of robust business registered by the picture in its initial engagements.

Typical of the opening days were the Capitol, New York, $14,863; United Artists, Chicago, $6,977 and a second day take of $7,027; Warners' Beverly, Los Angeles, $4,075, and Viking, Philadelphia, $4,831.

RKO Promotes 2 Branch Managers

Promotion of two branch managers for RKO was announced over the weekend by Herbert H. Greenblatt, RKO's Domestic Sales Manager.

Don Conley, branch manager in Des Moines, has been moved up to Seattle, while Max Rosenblatt is being promoted from Omaha to fill the Des Moines opening.

Acquires 'Bataan'

Joseph Brenner Associates here has consummated a deal with Reynolds & Puzon, Inc., for the theatrical distribution of "Blood of Bataan" for the United States and Canada. The feature will have its premiere in New York shortly.

Union Contributes To Toll-TV Fight

A projectionists' local in California has become the first labor organization to give a cash contribution to the joint Committee Against Pay-As-You-See TV, according to treasurer Philip Harling, who declined to reveal the amount of the contribution or the total amount contributed to the committee's fight against subscription television.

M-G-M Officials Plan Talks on TV, Product

M-G-M's studio and home office executives will begin a series of week-long conferences tomorrow in Hollywood relating to the company's television deal with the American Broadcasting Co., distribution and promotion plans on "Guys and Dolls" and other product to be released by M-G-M during the summer and early Fall.

Arthur M. Loew, president of Loew's International, and Orton H. Hicks, Loew's International executive, will leave here today by plane for the coast for the first meeting with studio executives.

Three Leave Here Tomorrow

Charles M. Reagan, M-G-M vice-president and general sales manager; Howard Dietz, vice-president and director of advertising, publicity and exploitation, and Dan S. Terrell, publicity director, will leave tomorrow for the studio conferences.

After the M-G-M studio meetings, the M-G-M executives will confer with Samuel Goldwyn, chairman, James Mulvey, president, and Dave Golding, publicity head of Samuel Goldwyn Productions. Mulvey plans to leave for Hollywood tomorrow.

2 Anti-Trust Suits By Pitts. Drive-ins

Two Pittsburgh drive-in theatres have filed anti-trust suits against the major film companies and two theatre circuits in New York Federal Court, charging discrimination in the granting of first-run and subsequent-run pictures.

The Harmer Drive-In Theatre and the Colonial Drive-In, both in Pittsburgh, have asked for an injunction to restrain the producer-distributors from allegedly discriminating against them in favor of the Loew's, Stanley Warner, Harris and Shea circuits there.

The defendants in the treble damage suits are Warner Brothers, 20th Century-Fox, Paramount, Loew's, United Artists, Columbia, Universal, Allied Artists, Republic Pictures and their subsidiaries, the Motion Picture Association of America, the Jamestown Amusement Co. and the Harris Amusements Co.

Set Festival Dates

The International Film Festival at Venice for 1955 will run from Aug. 18 through Sept. 9 when children's films, film documentaries, short and feature films awards will be presented.

News Roundup

Perspecta Permits to 5 More

Two German and three Argentinian firms have been granted licenses to manufacture Perspecta Stereophonic Sound Integrator units. The German companies are Klangfilm and Telefunken. The Argentine manufacturers are Compania Commercial Condor, and Cavallero, both in Buenos Aires, and Blesbrard, in Rosario.

■

New Dubbing Firm

Interlingual-International, Inc., has been formed on the Coast to provide foreign language conversion of narrated films, offering experts in 27 languages.

■

To Handle 'Patterns'

The public relations firm of Norton & Condon has been retained by United Artists to handle special promotion on "Patterns," currently in production in Brooklyn.

■

Altec Installations

Sound installations in six new drive-ins in New Jersey, Pennsylvania and New York will be completed by Altec Service Corp. within the next four weeks, according to division manager L. J. Patton.

■

U-I Plans Army Day

Universal Pictures has extended an invitation to the press to attend the first showing of "To Hell and Back" at Governors Island, N. Y., First Army Headquarters, on July 11.

NEW YORK THEATRES

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Congresswoman Hits Some Bible Films; Claims Distortion

From THE DAILY Bureau

WASHINGTON, July 4.—Rep. St. George (R., N. Y.) attacked certain motion pictures which she claimed distort the great Biblical stories.

She inserted in the Congressional Record an article written by J. C. Furnas in the "Christian Herald," which, she said, dealt with the "distorted, inaccurate and at times quite disgusting interpretations of Bible stories by Hollywood."

Declaring that the Furnas story was one that "has long needed to be written and should have wide circulation," Mrs. St. George said:

"Apart from the revulsion that any informed student of the Bible must feel, from a religiouus standpoint, the glaring distortions and outright falsehoods make these pictures historically useless and quite absurd."

The article criticized the "Silver Chalice," "The Robe," "The Prodigal" and many other films. It suggested that religious Americans "stay home with television when the local theatre runs a Bible picture cheapening things holy in their eyes."

RKO Has 10 Pictures From Independents

HOLLYWOOD, July 4.—Eight independent producing companies currently have 10 pictures in production or various stages of preparation for release by RKO Pictures, it was announced by C. J. Tevlin, vice-president in charge of studio operations.

The eight independent producing organizations are: David Butler Productions, Inc., Filmcrest Productions, Inc., Edmund Grainger Productions, Inc., Nat Holt-Lewis Rosen Productions, Inc., King Brothers Productions, Inc., Sol Lesser Productions, Inc., Panamint Pictures, Inc., and Todon Productions.

Of the ten productions for RKO distribution, two are now filming: "Texas Lady," "The Way Out," "The Boy and The Bull," "Bengazi," "Tennessee's Partner," "Treasurer of Pancho Villa," "Alison," "Glory," "Counterfeit," and "Great Day in the Morning."

Samson to Produce 'Burglar' in Phila.

PHILADELPHIA, July 4.—"The Burglar" is the tentative title of a film being produced by Samson Productions, Inc., a new company organized by the team of Louis W. Kellman and Paul Wendkos for the production of theatrical pictures.

"The Burglar" will be shot in its entirety in Philadelphia and Atlantic City. The script was written by Hollywood screen writer David Goodis.

Harrell Will Manage Fox Houston Branch

HOUSTON, July 4.—Henry Harrell, formerly of the 20th Century-Fox Dallas office, has been named manager of the company's newly-opened branch here. Office manager will be W. T. Keith, who also comes to this city from the Dallas area.

Harrell and Keith will take over their new duties on July 15.

Walter Mirisch Says

AA to Release 5 'Big' Films By October; Make 15 by 1956

By LESTER DINOFF

Allied Artists will produce 15 films between now and January and domestically release five top motion pictures by October, executive producer Walter Mirisch announced here at the weekend.



Walter Mirisch

Speaking at a Hotel Warwick trade press conference Mirisch, who is in New York to discuss the release of AA's latest product, said that "the company is interested in acquiring independent and foreign pictures for Distribution to supplement the AA releasing program of about 35 films this year and about the same number of pictures in 1956."

Mirisch, in revealing that Allied Artists will distribute a minimum of three pictures per month, said that "Wichita" and "Phenix City Story" will be released this month, the latter film having its world premiere on July 19 in Chicago, Walter Wanger's "Body Snatchers" in September, "The Warriors," in CinemaScope, in August, and "Gunpoint," in October.

Documentary for 'Phenix'

A special two-reel documentary, running about 25 minutes, will be shown to civic and other groups, informing them about Phenix City and that Alabama city's background, the Allied Artists executive producer stated. He did not reveal what the budgets for the five top releases were, but stated they were part of the company's $25,000,000 investment in motion picture production.

He reiterated AA president Steve Broidy's announcement of investing $25,000,000 in 37 or 38 films to be produced in a 12- to 17-month period, based upon exhibitor demands for product.

Commenting on AA production plans for the remainder of 1955, Mirisch said that 15 pictures will be produced, among them being William Wyler's "The Friendly Persuasion," which stars Gary Cooper, in CinemaScope and color by Technicolor, shooting to begin on Aug. 15; Billy Wilder's "Ariane," set for early Winter production; "The First Texan," in September; "Jeanne," a co-production with Marcel Hellman, in England, in CinemaScope and color, and the CinemaScope and color production of "Legionnaire."

Huston Film Delayed

Mirisch said that the production of "Man Who Would Be King," which John Huston was to make for AA, has been delayed one year due to the producer-director-writer's commitment on "Moby Dick." "We hope to have Huston start another film for us within three months," he said.

The AA executive reaffirmed the company's policy of backing up all product with important sales, advertising, publicity and exploitation campaigns.

Canada Reduces Film Sales Tax

OTTAWA, July 4.—A reduction of the sales tax on Canadian-produced films, effective tomorrow, was announced by the Canadian government.

The step, designed to stimulate Canadian film making, was taken so that the tax on films made in this country will be equal to those imported. The tax was formerly ten per cent on the selling price of the film, the tax being applied on a fixed selling price value of nine-and-one-half cents a foot on finished film.

The Association of Motion Picture Producers and Laboratories of Canada has been seeking this reduction for years. There was some ambiguity, however, to the decree, with some trade sources indicating that the ten per cent tax is still applicable on the individual selling price of film prints.

Show 'Gate' Costumes

The Academy Award-winning costumes from the Japanese color film "Gate of Hell," current at the Guild Theatre here, will be exhibited for one week beginning Friday in the Fifth Avenue windows of Lord & Taylor. They will also be seen on television on the Maggi McNellis show on Thursday over WABD.

France, Soviet to See Each Other's Films

From THE DAILY Bureau

PARIS, July 4.—Arrangements for the first French film week to be held in the Soviet Union are now being completed in Moscow by Robert Cravenne, general delegate of Unifrance Film, and the members of the Ministries of Commerce and Foreign Affairs.

The best films made in France over the past 10 years are regarded as likely to be selected for showing, rather than the newest films. Date for the event likely will be in early October. A return engagement for the showing of Russian films will be set for a few months later here.

Okay NTA Listing On Stock Exchange

The common stock of National Telefilm Associates, Inc. has been approved for listing on the American Stock Exchange. NTA has presently outstanding 650,000 shares of 10 cents par value common stock.

NTA is engaged in the distribution of motion picture feature films and special film series to television stations throughout the country. NTA currently has exhibition contracts for various of its films with more than 190 television stations.

MGM Development Reported to Stop Film 'Buckling'

From THE DAILY Bureau

HOLLYWOOD, July 4.—Development of a technical advancement to overcome what has been considered one of the exhibitors' greatest projection problems has been accomplished by M-G-M technical research, according to an announcement by E. J. Mannix, studio general manager.

"Buckling" of film, creating erratic focus changes and sometimes breaking of film, can now be eliminated, it was stated, through the experiment of Merle Chamberlin, M-G-M studio projection head.

This problem, caused by the drying out of film under the heat of projection lamps, has been increased, it was said, because of the added amperage required for wide screen exhibition, especially in drive-in theatres.

Automatic Vaporizer

Chamberlin's development is an automatic vaporizer, added to the film rewind cabinet, maintaining the uniform moisture required for trouble-free projection. It has been equipped experimentally in a number of theatres with successful results, Mannix said.

The research and development were conducted under the direction of Douglas Shearer, head of the sound division at the studio, and will be detailed to the industry through the Motion Picture Research Council, the projectionists' union and technical journals of the trade.

Set Premiere Plans For 'Phenix City'

Promotion plans for the world premiere of "The Phenix City Story," on July 19 in Phenix City, Ala., and Columbus, Ga., simultaneously with the premere of the Allied Artists film in Chicago will be finalized this week.

Samuel Bischoff, who, with David Diamond, produced the film, will arrive in Columbus from Hollywood today to meet with the management of the Palace Theatre and the Phenix City Drive-In, Phenix City, and the Georgian Theatre, Columbus, as well as local civic dignitaries to set up plans for the area premiere.

Paul Price, Allied Artists' publicist from the studio, will arrive with Bischoff, and Irving Shiffrin, representing the Allied Artists' New York publicity department will join the group.

New Trade Rules for Radio-TV Sales

WASHINGTON, July 4.—The Federal Trade Commission has issued new and revised trade practice rules for the radio and television industry.

The rules are designed to eliminate and prevent unfair methods of competition and other abuses in the sale of radio and television sets. The rules cover such items as misbranding, alteration of identifying names or marks, misrepresentation of cabinet composition, deception as to the size of the picture, alteration or removal of serial numbers, tie-in sales, improper use of the word "free," false invoicing, deceptive pricing, misrepresentation as to guaranties and warranties, defamation of competitors and other deceptive selling practices.

A REAL SENSATION



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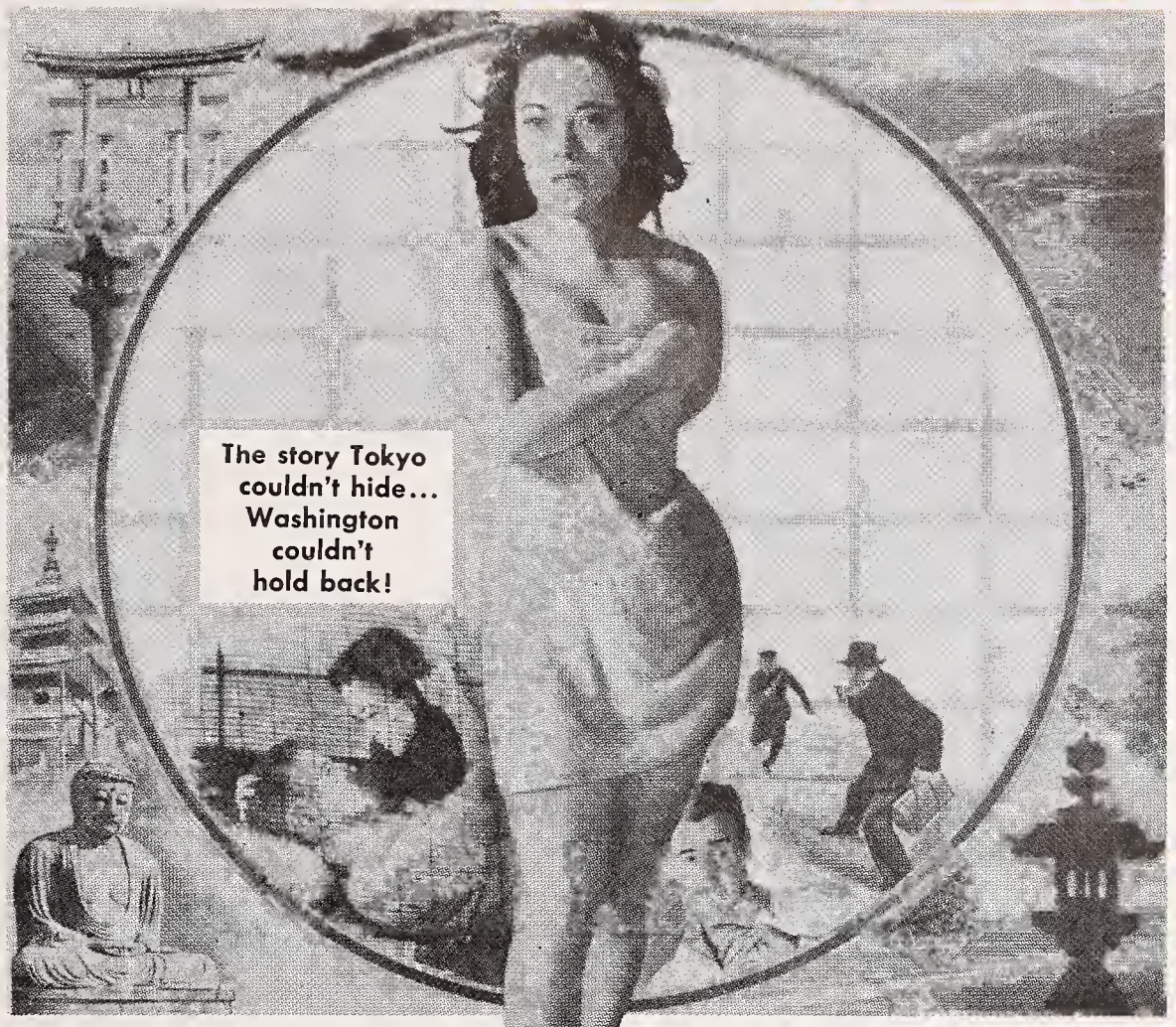


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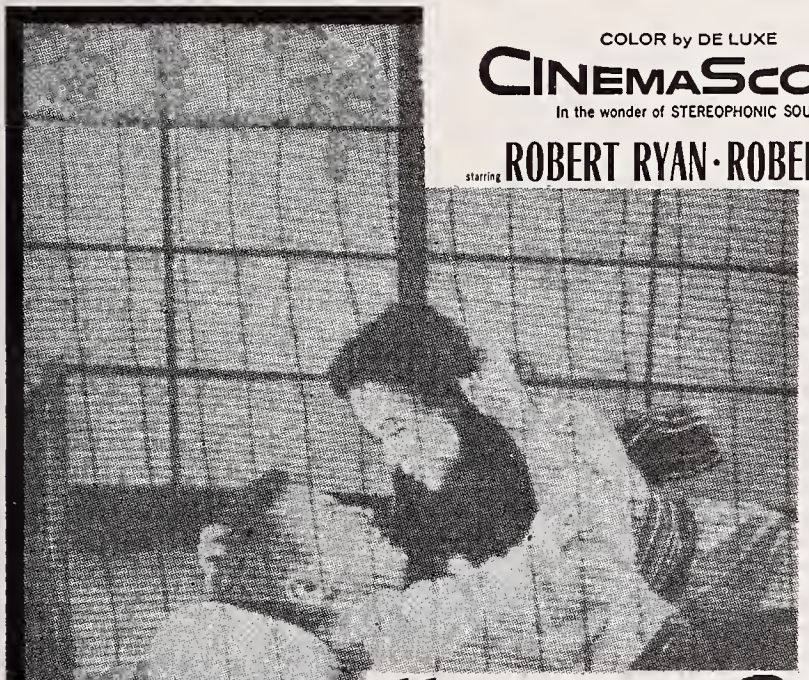
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20th CENTURY-FOX *presents*

HOUSE OF BAMBOO

COLOR by DE LUXE
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ROBERT RYAN ROBERT STACK
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Produced by BUDDY ADLER Directed and additional dialogue by SAMUEL FULLER
Written by HARRY KLEINER

Color by DE LUXE
In STEREOPHONIC SOUND

"It's a pleasure to do business with 20th!"

In the THEATRE Equipment & Refreshment World . . .

. . . with RAY GALLO

THE Miracle Equipment Company, Grinnell, Iowa, has been steadily adding to its line of playground equipment over the past months so that it now can supply drive-in theatres with a large variety. The line is described and illustrated in a new booklet issued by the company called "Your Guide to Acres of Fun." Among the newer motor driven rides is a ferris wheel called the "Star Gazer." Equipped with all-metal seats accommodating two children each, it is 16 feet high. The frame is painted black and white in a candy stripe design to contrast with the bright pink seats. The ferris wheel also has several special features designed to insure safety.

•

Apco, Inc., New York, has a new hot beverage coin dispenser called the "Coffee Shoppe." It is designed to serve up to 12 cups per minute of hot coffee and hot chocolate, made from all-dry ingredients. The unit has push-button selection (instead of a dial) and offers coffee—in addition to the hot chocolate—in five types: with cream and sugar; with cream; black; with cream and double sugar; and black with sugar.

•

"Twin" cooling systems are a special feature of new air conditioners of 10 and 15-ton capacity marketed by the Frigidaire division of General Motors. Each model has two coolers so that only one will operate during normally warm weather but both will go on automatically during periods of extreme heat and humidity. This feature is designed to eliminate both under-cooling and over-cooling in order to reduce operating costs, the company states.

•

"Push-back" auditorium chairs have been installed in the Palace theatre, Huntington, West Va. The sale was made through the Midwest Theatre Supply Company, Cincinnati, supply dealer for RCA, which distributes the chairs. Installation was carried out by technicians of the Griggs Equipment Company, which manufactures the "push-back" models.

•

The Kent Company, Rome, N. Y., had added a new vacuum cleaner to its line of cleaning equipment—one of medium capacity. It is designed for use where cleaning needs do not require or justify heavy-duty and more expensive equipment, it is pointed out. Called the "Lightning" cleaner, it is constructed of all-aluminum and weighs only 21 pounds. It is equipped with 3-inch ball-bearing casters.

•

Two heated display cases for drive-in refreshment operations have been marketed by Heat-O-Mat, Inc., Newark, N. J. They are designed to keep prepared foods warm and fresh without burning, charring, or drying out. One type, the "all-purpose" case, is for rolls and buns, chicken, meats and casserole dishes, in addition to pies and pastries, for which the second type is designed exclusively.

Reviews

"One Desire"

(Universal)

ADULT audiences, especially women, should enjoy this color by Technicolor production by Universal-International which offers Rock Hudson, Anne Baxter and Julie Adams as the top marquee names in a vehicle which deals with a search for respectability by a debonair gambler and his mistress. Hudson and Miss Baxter, his pretty but fading madame extraordinary, and part owner of a gambling hall, have but one desire—to gain respectability while searching for a different kind of easy money, and producer Ross Hopper manages to present this story, under the capable direction of Jerry Hopper, in an understandable and sympathetic manner.

First step for Hudson and Miss Baxter to attain their one desire is to set up operations in a small town where the gambling hall girl takes care of Hudson's home, his orphaned little brother, Barry Curtis, while Hudson gets a job in the town's bank. The banker's daughter, Miss Adams, sets her sights on Hudson and sets a trap to expose Miss Baxter, the competition. Once Miss Baxter's past is uncovered, thanks to Miss Adams, who portrays a selfish, spoiled little girl, the town drives her out, giving the banker's daughter a clear field which leads to marriage with Hudson.

It is only years later, when Miss Baxter, after a renewed life of sin, learns that she was framed, and she returns to the town for the final plot twist. Swishing in gaudy finery, flaunting it all sufficiently in front of her lost lover and his now alarmed wife, she builds across the street from their home a gambling house. The problem is resolved when Miss Adams, with all her wiles and waspishness doomed by an unhappy marriage, in a jealous rage sets her house and herself afire. In turn, Miss Baxter and Hudson are reunited and both choose a better path to live.

Others in the cast are Carl Benton Reid, Natalie Wood, Betty Garde and William Hopper. The screenplay was written by Lawrence Roman and Robert Blees.

Running time, 94 minutes. Adult classification. August release.

"Pearl of the South Pacific"

(RKO)

(Superscope) *Hollywood, July 4*

THE colorful backgrounds of an uncharted island in the South Pacific, cute native girls, luaus, and a story that brings Virginia Mayo, Dennis Morgan and David Farrar together as partners in a plan to trick the islanders out of a treasure of black pearls, provide escapist entertainment for a chance to cash in on some good Summer bookings.

Benedict Bogeaus achieved some interesting production values through John Alton's expert camera work and Louis Forbes' enjoyable musical score. Allan Dwan's direction adds a note of credibility to the story, drawing good performances and filling in with good action sequences.

Based on a story by Anna Hunger, Jesse Lasky, Jr.'s screenplay establishes Virginia Mayo as a girl of questionable background. It has her joining forces with Farrar in shanghaiing Morgan on his own schooner to track down a lead on the fabulous pearls.

They arrive at the island in the midst of a pagan wedding ceremony where a kindly white patriarch, capably portrayed by Basil Ruysdael, who has kept outside civilization away from its shores as a means of preserving peace and happiness, is about to marry off his half-caste son, Lance Fuller, to the beautiful native maiden Lisa Montell. Lance is immediately attracted to the white girl, Virginia Mayo, who poses as a missionary in order to gain admittance to the island.

Virginia takes advantage of his attentions and prevails upon him to disregard his father's "tabu" against attempting to reach the hiding place of the pearls. During this campaign she begins to regard the island as a haven from her past.

Farrar overplays his hand, inflicting a serious knife wound on Fuller. The natives kill him and blow up Morgan's boat in retaliation. Ruysdael, who had suffered a heart attack, revives in time to save Virginia and Dennis from being speared by the natives. He tells the natives that their god has spoken for the two white people, by his quick recovery and sparing his son's life. Lance returns to Lisa, while Dennis and Virginia decide to give up their shady past and spend the rest of their life together on the island.

Running time, 85 minutes. General audience classification. Release in July.

SAMUEL D. BERNS

Redstone to Build E. Boston Drive-in

BOSTON, July 4.—The Redstone Drive-in Theatres has applied for a license to erect a drive-in on 30 acres of land in East Boston. Mayor Hynes has stated that he will approve an amusement license for the proposed theatre, the third to be built within the city limits.

Houston WOMPI Receive Charter

HOUSTON, July 4.—Women of the Motion Picture Industry here became the eighth such organization to receive its charter when Loia Cheaney, vice-president of the Dallas WOMPI formally installed the officers at a banquet in the Variety club.

John Winberry, head of the Columbia Exchange, presented the charter to president Laura Knopp, assistant manager of River Oaks Theatre. Fred Nahas was toastmaster and R. J. O'Donnell, vice-president and general manager of Interstate of Dallas, made the principal speech.

Claims Scrambling Toll TV Code Can't Be Kept a Secret

Details for conducting public tests to prove that "no scrambled television code can long remain secret once the code is put to public use" will be outlined in further comments which Jerrold Electronics Corp., Philadelphia, will file with the Federal Communications Commission, the company announced.

At the same time, according to Milton J. Shapp, president of the firm, "we will reveal a plan for public demonstration to show the advantages of using a Jerrold wired system for subscription TV."

The FCC has set Sept. 9 as deadline for filing of replies to original comments submitted by interested parties. Earlier, Shapp had declared that "the scrambled broadcast technique is technically and economically unsound," and that it "represents a most serious threat to basic concepts of American radio and television broadcasting."

Calls Use an 'Open Invitation'

He predicted the use of scrambled broadcast techniques would be "an open invitation to bootlegging." Shapp said that "the future of subscription TV lies with wired television," for these reasons:

"Only by sending each program directly by cable into each subscriber's home can the operator of a subscription television service have complete control of the quality of pictures delivered and be certain that only those who pay for the programs get the programs.

"Hullabaloo will not make scrambled broadcasting practical. Jerrold's comments to the FCC reveal that any scrambled broadcast system will be confronted with such a host of legal, technical, financial and public relations problems as to make the entire concept of this technique thoroughly impractical."

Fox Rebuilding Plant For TV Subsidiary

HOLLYWOOD, July 4.—Renovation has been started on the old building of the Motion Picture Research Council on the Western Avenue lot of 20th Century-Fox. The renovation, which is under the supervision of Harold Lewis, studio manager, is part of the $2,000,000 refurbishing program of TCF Television Productions, the 20th Century-Fox TV subsidiary. The MPRC recently moved to another location.

Interior of the building will be completely re-done to provide additional office space for TCF as well as for outside companies renting space on the lot.

Graybar Distributor For Ampli-Vision

Ampli-Vision, a division of International Telemeter Corp., has appointed Graybar Electric Co., for its national distributor of all manufactured products.

The agreement was announced jointly by Louis A. Novins, vice-president of Telemeter and assistant to the president of Paramount Pictures, which owns more than 80 per cent of Telemeter, and George Ira Jones, manager of electronic sales of Graybar.

Deadline

(Continued from page 1)

special counsel for COMPO. Exhibitors who have not received or have mislaid their copies of the brochure in which the ballots were sent may obtain additional copies from the regional offices of National Screen or by direct application to COMPO, 1501 Broadway, New York 36, N. Y., he said.

"The July 11 deadline," Coyne said, "refers to the date on which the nominating ballots must be in the hands of Price Waterhouse & Co. in New York, and not to the date by which they must be mailed. No ballots received by Price Waterhouse after that date will be counted.

Wants 'Real Cross-Section'

"It is very important that we have the considered opinion of the largest possible number of the nation's exhibitors as to the pictures and performers they liked the best, or regarded as the most promising. I'd like to point out that every manager of a circuit theatre has the privilege of making his individual selections in each of the five categories regardless of whether his selections coincide with the choices of other managers in the same circuit or those of his top circuit executives. We are seeking a real cross-section of exhibitors' choices."

Theatre Grosses

(Continued from page 1)

in a mid-year Commerce Department survey of the outlook for major industries. Heads of each of the department's major industry divisions made predictions for the outlook for his industry.

A similar survey was released in January, when Golden predicted "further increases" in domestic attendance over 1954 levels, without specifying any dollar amount at that time. He also predicted $200,000,000 of foreign remittances.

In today's survey, Golden also said he expected some 400 new drive-in theatres to be built in the U.S. this year, bringing the year-end total to about 4,500 drive-ins.

NT 'Sounds Out'

(Continued from page 1)

NT representatives during conferences here last week.

Further conferences will be needed before Justice announces any decision, it was reported.

Indications have been that Justice, having once agreed to permit Stanley-Warner to produce films for Cinerama projection under certain limitations, would have to agree to permitting National Theatres to produce films, providing similar limitations are met.

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Review

"Wakamba!"

(RKO Radio)

HERE is another quick look at African flora and fauna. Specifically, "Wakamba!" deals with the East African tribe of that name, combining, as the foreword carefully points out, fact with fancy. The picture contains some lovely and momentarily exciting scenes of fact—for example, shots of a group of hippos bathing in a crystal-clear, fish-filled stream, but unfortunately the fancy keeps intruding. This has to do with a make-shift little plot, and a heavily overwritten commentary, telling of a Wakamba hunter's pursuit of a huge bull elephant, whose ivory the hunter needs to buy himself a wife.

Seven cameramen are credited with the footage, presumably under the auspices of the American Museum of Natural History, whose seal precedes the opening credits. Strung together on the slight narrative line are shots of elephants, lions, baboons, gazelles, wild dogs, various kinds of antelope, some beautifully beplumed and exotic birds, hippos, rhinos, buffalo and zebra, among others. There are, too, some quick and not very appetizing scenes of a pack of wild dogs bringing down a gazelle and lions feasting on an antelope.

The fact that the Wakamba ladies do not affect clothing above the waist also should be noted. This circumstance is treated without sensationalism and the exhibitor who tries to capitalize on it will be doing everyone a disservice. The film runs 65 minutes, but the small variety of material would have best been edited to about half that time. To pad things out, a dream sequence of sorts is inserted near the end, in which the hunter-hero sees a good deal of the previous footage run in slow motion.

Edgar M. Queeny produced. Charles L. Tedford wrote the ornate commentary, which is spoken by Paul E. Prentiss. The quality of the photography and the color is good considering the adverse conditions under which much of it was done. The print is by Technicolor.

Running time, 65 minutes. Adult classification. June release.

TV in Africa

(Continued from page 1)

Johannesburg. The initial transmission will be directed to Central Africa rather than South Africa, although the equipment is sufficient to handle South Africa later.

The move is expected to spur South African broadcast officials into action despite the noncommital attitude adopted by South Africa's Minister of Postal and Telegraph Department.

Meanwhile, it was learned that technicians and others are presently engaged in practical research regarding the future of TV here. Unidentified British and American film groups are said to be carefully watching the TV developments.

'Lovers' Off Legion's 'Condemned' List

The National Legion of Decency announced that the 20th Century-Fox release "Lover Boy," formerly classified as "condemned" under the title "Lovers, Happy Lovers" has been changed to a "B" classification.

Revisions made in this film were judged sufficient to warrant a change from a "C" to a "B" classification, the Legion noted in its latest bulletin, stating that there still were objections to "suggestive sequences and low moral tone."

Seven other films were reviewed and classified by the Legion. Placed in Class A, Section I—morally unobjectionable for general patronage, were Columbia's "Bring Your Smile Along" and Universal's "Francis in the Navy;" Class A, Section II—morally unobjectionable for adults, were: Republic's "Double Jeopardy," Paramount's "Seven Little Foys" and Ulysses;" Class B—morally objectionable in part for all, were: United Artists' "Killer's Kiss," due to "low moral tone," suggestive sequences and excessive brutality, and Times Films' "Naked Amazon," because the film is a "pscudo-documentary purporting to record native life and customs and contains material which is sensationally presented."

Fox-Schlesinger

(Continued from page 1)

group has a 25 per cent interest in the Schlesinger African Consolidated Theatres.

Meanwhile, it was learned that Edward F. Lomba, 20th-Fox managing director in Union of South Africa, is due to be transferred, with two other top foreign executives slated to replace him.

In regard to the possible Schlesinger-20th-Fox deal, Skouras was said to plan to continue the operation of Schlesinger's legitimate stage theatres importing "top shows."

Another factor pointing to the reported climactic nature of the talks, now in its third week, was the scheduled departure here on Sunday of Skouras, who was slated to go to Belgium. There, he is slated to address a meeting on July 15 of the National Conference of Christians and Jews in Brussels.

With Skouras here are Donald Henderson, company treasurer, and Otto Koegel, general counsel.

To Negotiate New 'White Collar' Pacts

The Motion Picture Home Office Employees Union, Local H-63, IATSE, has notified the film companies here that its contract covering the "white collar" workers will expire on Aug. 31 and negotiations for a new pact will begin then.

A spokesman for H-63 said that it is hoped that the negotiations for a new contract could be conducted on an industry-wide basis instead of sitting down individually with each company. He said that the film firms had not as yet announced whether they want industry-wide or individual negotiations.

The union's contracts expire on Aug. 31 at 20th Century-Fox, Warner Brothers, RKO Pictures, Loew's, Inc., Universal, United Artists, Republic and Columbia Pictures. H-63 recently signed a new contract covering home office employees at Paramount Pictures.

NewPay-to-See

(Continued from page 1)

can utilize the UHF band and will "minimize costs both to the operator and the home consumer." No special equipment is needed for the owner of a VHF receiver to pick up Ultravision, Dynamics said. The set owner can merely turn his receiving dial to any unused channel in his area and he will pick up the subscription program. The only thing he will need in order to do so, according to Dynamics, is an extra cable emerging from the set.

Instead of a coin box or a punch card, Ultravision will use its Television Audience Analyzer to keep track of who is seeing what on subscription television. TAA, says Dynamics, serves a double function. The TAA master station in any area, into which the extra cable on the individual television set will feed, will record subscription television programs watched, so that the viewer can then be billed. In addition, TAA shows a running count of the audience reached by any television program, giving vital information to sponsors.

Coin Box, if Desired

If the consumer wishes to have a coin box installed and use that method of paying for his subscription programs, says Dynamics, he may have one. The Ultravision franchise operator will install one free.

Ultravision's comments declared that the system would be of most benefit in bringing "minority" programs to smaller cultural and educational groups. Any subscription television system, it said, should exist along with the present television operation. In view of this, Ultravision said, its use of the UHF could assure "privacy" for the type of program it envisaged.

The comments, filed by H. S. Bennett, Dynamics director of research and development, urged that if the commission authorized subscription television, it should also license all compatible systems.

Ampex Net $365,736 For Fiscal Year

REDWOOD CITY, Calif. — The Ampex Corp. completed its fiscal year on April 30 in the strongest financial position in its history, George I. Long, president, said in a preliminary report.

Sales for the magnetic tape recorder manufacturer rose to $8,163,000 from the previous year's $5,418,000.

Profits for the past year showed a substantial increase and amounted to $762,621 before taxes and $365,736 after taxes. These figures compare with $70,191 before Federal taxes in the previous fiscal year and $25,691 after taxes.



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HOLLYWOOD REPORTER



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MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 3 NEW YORK, U. S. A., WEDNESDAY, JULY 6, 1955 TEN CENTS

EDITORIAL

Balaban Drive

By Sherwin Kane

IN the 20 years that Barney Balaban has been at the helm of Paramount Pictures Corp. no one succeeded in persuading him to lend his name to a sales drive.

But this year's annual drive, which will begin on Aug. 28 and will be concluded Dec. 24, will be known as the Barney Balaban Drive. The movement to so designate it originated in the field. It started spontaneously and, spreading from one Paramount branch to another, soon encompassed the entire country.

•

The men of the Paramount sales force want to conduct the drive for Balaban—insist upon doing so—to show their respect and appreciation for his two decades of leadership during which their company has been so remarkably solidified and strengthened.

Throughout the industry there are countless others who will be anxious to join with the Paramount sales force in helping to make the Barney Balaban Drive an achievement that will remain for long in the record books of the company. For all who have the welfare of the industry at heart are aware that Balaban has served it for a lifetime as steadfastly as he has served Paramount for the past 20 years—contributing greatly to its strength, its achievements and its ever-increasing respect in the eyes of the world.

MOTION PICTURE DAILY, too, joins in wishing boundless success to the first Barney Balaban Sales Drive.

• •

Censorship Fight

FRIENDS of the industry in public office who have shown the courage and determination of Ohio's

(*Continued on page 2*)

Some Upsurge Reported

'Shorts' Holding Their Own In Present Product Status

By MURRAY HOROWITZ

Short subjects are reported to be holding their own or bringing increased film rentals to production-distribution companies this year, a sampling of film companies has disclosed here.

Polled in the survey, aimed at finding out the status of short subjects in a changed product situation, were Loew's, 20th Century-Fox, Warner Brothers, Columbia, Universal and RKO Radio Pictures.

There was virtual general agreement that the double-feature program has not been supplanted in any sizable measure by a single feature plus a short subject, despite exhibitor complaints of a product shortage. This factor was decried by one short subject sales manager who contended that the majority of exhibitors fail to recognize the box-office pull of the many "quality" shorts offered.

Nevertheless, 20th-Fox, RKO Radio,

(*Continued on page 5*)

Sees Banner Year for Fox

In a summary of the outlook for 20th Century-Fox, the Wall Street firm of Carl M. Loeb, Rhodes & Co. yesterday predicted that the company's earnings this year should be around $3.50 per share and that the $1.60 dividend may well be raised within the year to $2.

Asserting that 20th-Fox was an "attractive speculation," the Wall Street firm declared that the oil which has been discovered on 20th's 280-acre lot "is important as it may be worth $6 to $10 a share.

The bulletin pointed out that 20th-

(*Continued on page 4*)

Goffstein, Adleman Named to V.C. Posts

The appointment of Ben Goffstein of Las Vegas to head studio and TV relations for Variety International was announced by George Hoover international chief barker.

Goffstein, who is the head of the Resort Hotel Association of Las

(*Continued on page 4*)

Eady Totals Disappoint

By WILLIAM PAY

LONDON, July 5.—Producer fears that Eady levy payments would not bring them their anticipated £3,000,000 in 1955 have been confirmed by figures issued by the British Film Production Fund.

The Fund announces that levy collections for the 45 weeks ended May

(*Continued on page 4*)

Allied's Board to Meet in Washington July 20-21; May Decide on EDC Action

From THE DAILY Bureau

WASHINGTON, July 5.—Allied States Association will hold a midsummer board meeting here July 20 and 21, general counsel Abram F. Myers announced.

The meeting will be held at the Statler Hotel. Myers said no agenda had been put together yet, and that in fact, board members are just now being asked to submit suggestions for the agenda.

Depending on the stand to be taken by Allied's Emergency Defense Committee on the result of recent talks with distributor officials, the board could decide on what further action need be taken in this field and make preparations for any Congressional hearings that might be sought.

Unprecedented Net

ABPC Profit At New High; Sets UK Mark

Sir Philip Credits New Media for Big Upswing

By PETER BURNUP

LONDON, July 5.—An unprecedented profit which touched £3,000,000 for the year which ended in March was achieved by Associated British Picture Corp., setting an all-time record for the British film industry, it was disclosed here in the ABPC annual report issued today.

The vertically-integrated ABPC this year reported profits for all of its three branches, production, distribution and exhibition. In the past, the ABPC board was required to write off costs of production, a branch which, currently, is now flourishing.

The annual report, reflecting an unexampled stability and confidence in the future, showed that the corporation maintained its annual 20 per cent dividend on ordinaries which this year was increased to 30 per cent. The company's profits, which for the last eight years maintained a steady £2,000,000, reached £3,000,000 this year.

Board chairman Sir Philip Warter, in his statement to shareholders, paid tribute to architects, engineers and others who, within a year, converted

(*Continued on page 4*)

Broadway Theatres Get Their Share of Holiday Crowds

Although the beaches were jammed on the July 4 weekend, Broadway theatres got their share of the holiday crowds.

Paramount's "Seven Little Foys" pulled $43,500 in its first four days at the Criterion and is expected to hit a near-record $56,000 by the end of its first week tonight.

Twentieth Century-Fox's "The Seven Year Itch" and "House of Bamboo," at Loew's State and Mayfair, respectively, were among the stand-

(*Continued on page 4*)

"Should do exceptionally well at the boxoffice!" —HARRISON'S REPORTS



Personal Mention

OSCAR A. MORGAN, Paramount short subjects and newsreel sales manager, will leave here tomorrow for Albany, N. Y.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, has left here with BERNARD LEVY and AL SICIGNANO for a trip through upstate New York.

•

CECILIA DEMILLE CALVIN, granddaughter of CECIL B. DEMILLE, will be married today in San Francisco to MAJOR ABBAS K. EL BOUGHDADLI, of the Egyptian Army.

•

F. J. A. MCCARTHY, Universal Pictures Southern and Canadian sales manager, will leave New York today for Cincinnati.

•

WALTER READE, JR., president of Walter Reade Theatres, is the father of a girl born late last week to MRS. READE at Doctors Hospital here.

•

WILLIAM L. SNYDER, head of Rembrandt Films, returned to New York from Europe yesterday via Pan-American Airlines.

•

MYRLE MCKENNA is celebrating her 25th year as switchboard operator at the New York exchange of United Artists.

•

WILLIAM HOLLIDAY, Paramount branch manager in New Orleans, has returned there from New York.

•

JOHN P. BYRNE, Eastern sales manager for M-G-M, will leave here today for the Coast.

•

WALTER HOLSCHER, director, will arrive here today from Hollywood.

•

WILLIAM PERLBERG, producer, will arrive here today from the Coast.

•

JOHN HOUSEMAN is due here today from Hollywood en route to Europe.

•

STEWART GRANGER arrived here yesterday from London via B.O.A.C.

Court Ends Ban on 'Jungle' in Atlanta

ATLANTA, July 5.—An injunction against the enforcement of this city's ban placed on M-G-M's "Blackboard Jungle" was granted here today by U. S. District Court Judge Boyd Sloan. The city will appeal the action of the jurist, it was announced. The film is scheduled to open here on July 15.

In a suit seeking an injunction against the city's enforcing of the ban of the film, Loew's, Inc., contended that the picture violated no standards set in the city ordinance and that in turning it down the censors deprived the firm of its rights to freedom of the press and due process of law. The city argued that the film was unfit to be shown here under provisions of the ordinance.

Say Crosby 'V.T.R.' Ready Within Year For TV or Theatres

By WILLIAM R. WEAVER

HOLLYWOOD, July 5.—The Bing Crosby Enterprises "V.T.R." (for video tape recorder) will be capable of reproducing color telecasts on any size television-receiver screen — and through Eidophor projectors on any size theatre screen within that system's range — within a year at the most, maybe within months, guests at BCE headquarters were told by electronics - division executive director Frank Healey. Witnesses to the impressive daylight reproduction in color of the recent "Shower of Stars" colorcast pronounced the Healey calculations conservative.

Queried on Eidophor

Mention of Eidophor was made only in response to direct questioning as to whether VTR, which has experienced tremendous advancement in the past six months, might one day replace film in motion picture theatre operation. It was not indicated that discussions with Eidophor owners have been had or are in prospect. It was made clear, however, that if the case of VTR, conceived originally for use in the television field, were to be adopted by motion picture producers as preferable to film on grounds of economy, convenience, adaptability and immediacy, there is no insurmountable problem about theatre exhibition.

Tape used in VTR is standard tape-recorder stock, a half-inch wide, manufactured by Minnesota Mining Corp., and in general use in both professional and home tape recording. Minnesota Mining is at work now, however, on a specially-refined tape that BCE engineers expect to improve VTR reproduction, which impressed observers today as giving better picture coloration than some imported feature films, and far better than some colorfilm shot up from minor measures.

15 Feet per Second

The tape moves at a rate of 15 feet per second, which is half as fast as a year ago, and travels without intermittent movement, thus attaining a high degree of stability. The colorcast used for the demonstration was photographed directly from a receiver in the same laboratory room where it was played back on the same size screen and, according to some who had seen the original telecast, with a quality sometimes exceeding the original.

The place of VTR in the motion picture business has been the subject of extensive and expansive Hollywood discussion since the first steps in its development were taken four years ago. Forecasts have ranged from complete replacement of film by tape, with virtually incalculable savings and readjustments following in consequence, to auxiliary uses valuable chiefly as shortening the various technological procedures. BCE is making no predictions on this or other points, but work on final refinements is going ahead steadily, and swiftly. Surely nobody who's seen it sees it as "auxiliary" any more.

President Relaxes; Sees Cinerama

WASHINGTON, July 5.—A special matinee showing of Cinerama was put on at the Warner Theatre here today for the nation's Number One filmgoer. President Eisenhower decided to knock off work early to see the Cinerama attraction, which has been playing at the Warner since Nov. 5, 1953.

Editorial

(*Continued from page* 1)

State Senator Charles A. Mosher in carrying to a successful conclusion the fight to prevent enactment of a new censorship law in that state are few indeed.

Sen. Mosher, Republican, publisher of the weekly Oberlin "News-Tribune," and chairman of the senate education committee, resisted many pressures within the senate and the Lausche administration to abandon his fight against censorship and to go along with the many powerful pro-censorship groups in his state.

He was victorious, and the beneficiaries of the fight he waged are motion pictures and all those who believe that the screen is entitled to the same measure of freedom under our Constitution as is the press.

Working tirelessly for the same end were Manning Clagett of the Motion Picture Association of America, and Robert Wile of Independent Theatre Owners of Ohio. They fought the industry's fight, seeing it through to its successful conclusion with the effective help of key people whom they were able to mobilize throughout the state.

To all three, the industry owes its heartiest thanks and a sincere "Well done."

Coast Craft Worker Paid $129.77 in May

HOLLYWOOD, July 5.—Weekly earnings of craft employees in the studios here averaged $129.77 in May, according to the monthly report of the California Division of Industrial Relations. The figure compares with $124.44 in April and $124.33 in May, 1954.

The May work-week averaged 43.4 hours, whereas the April average was 41.9 hours.

Billy Jarrett Dies

ATLANTA, July 5.—Billy Jarrett, of the Ponce de Leon Theatre here, died when he plunged 75 feet over a waterfall near Gainesville, Ga.

Second Worldwide Convention of UA In Tokyo July 18

United Artists' second convention in its worldwide series of foreign sales meetings will be launched in Tokyo on July 18 in a four-day session bringing together UA executives and representatives from 11 countries in the Far East and Australasia, it was announced by Arnold M. Picker, vice president in charge of foreign distribution.

Picker will plane to the coast today for an eight-day stay during which he will confer with U.A.'s independent producers and screen some of the company's latest product before leaving July 14 for the conference in Japan over which he will preside. Max E. Youngstein, vice president, will accompany Picker to Tokyo for the conferences.

The Tokyo conclave, which was preceded by the London conference last May for the company's sales representatives in Europe, the Near East and South Africa, will be followed in September by a convention in Latin America.

Funeral Rites Today For Albert Senft

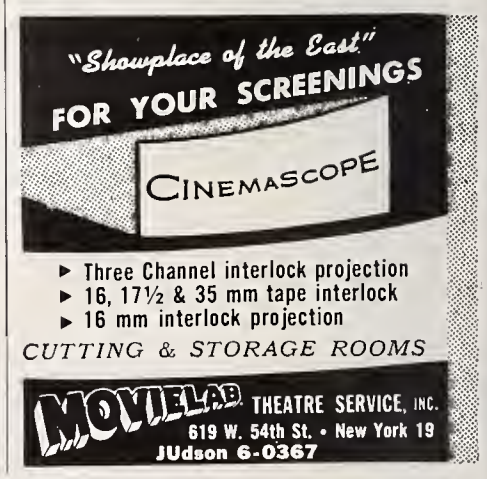
Albert A. Senft, 59, head of Sterling Poster and Display Co. and only three-times president of New York's Cinema Lodge of B'nai B'rith, died in his home at Atlantic Beach on Sunday.

Funeral services will be held at the Riverside Memorial Chapel, at 12:45 p.m. today with honorary pallbearers scheduled to be the past presidents of Cinema Lodge and high B'nai B'rith officials. Senft is survived by his wife, Annette, a son David V. and a brother and a sister.

Pearce, Producer, Is Dead in London

LONDON, July 5.—Perce Pearce, producer for Walt Disney Productions, died in his sleep here today at the age of 55. He is survived by his widow and two daughters, the elder of whom is the wife of Stanley Kramer. Films produced by Pearce for Disney include "The Sword and the Rose," "Treasure Island" and "The Story of Robin Hood."

Pearce recently formed a company to produce here a series based on Disney's American television programs.



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Under the hypnotic spell of these eyes, innocent Trilby left her young lover for evil Svengali.

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Exciting Ads!



Have you mailed your Audience Awards Nominations?

B'way Houses

(Continued from page 1)

outs. "Itch" rolled up a healthy $24,300 on the weekend, while "Bamboo" grossed a big $18,000 for four days.

The Capitol broke a house record for a United Artists picture with "Not As a Stranger" which grossed $96,200 in its initial week.

'Mister Roberts' Topping 'Battle Cry' in South

Warner Brothers reported yesterday that "Mister Roberts" was topping "Battle Cry" in the hot weather belts, grossing $20,464 in Miami, $19,044 in Miami Beach, $17,949 in Coral Gables, $25,344 in six days in New Orleans and $20,884 in its first four days in Dallas.

Eady Payments

(Continued from page 1)

28 were down more than £100,000 compared with the previous year. That is from £2,254,224 to £2,153,655.

Earlier this month Sir Henry French, director-general of the British Film Producers Association, told newsmen that his members had anticipated at least £3,000,000 from the levy in 1955, whereas it looked like being in the neighborhood of £2,600,000. The £100,000, complained Sir Henry, had been lost to the Fund through the non-cooperators—exhibitors who refuse to pay the levy.

The B. F. P. A. referred the matter to the Board of Trade but to date there has been no reaction. The Board prefers the industry to put its own house in order.

Amusement Tax Drops

PHILADELPHIA, July 5.—Amusement tax receipts for the first five months of 1955 was $1,099,164, or $79,943 less than the amount collected in the same 1954 period, the City Tax Collector reported.

Correction

Martin H. Newman was reelected secretary-treasurer of the Century Circuit, along with all other officers. Newman was inadvertently identified as Martin H. Goodman in the June 30 issue of MOTION PICTURE DAILY.

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Television--Radio

with Pinky Herman

ACE NEWS CBSpielers, including Edward R. Murrow, Howard K. Smith, Eric Severeid, Richard C. Hottelet, Alexander Kendrick and Blair Clark, will cover the "Meeting of the Summit" Big Four conference to be held at Geneva on July 17-24. . . . Star soloist with Fred Waring's Pennsylvanians for two years, Frances Wyatt, will guestrill Monday on the "Voice of Firestone" ABC simulcast with "The Jewel Song" from "Faust." . . . Donald Klauber, Associated Artists Productions veep, left last week on a two-week sales and regional promotion tour of TV stations covering the Eastern seaboard. Robert Rich, firm's general sales manager off to the Mid-west—ditto. . . . Producer of the NBClassy "American Inventory" TV series, Robert Wald, is back in New York after a ten-day survey of the Rocky Mountain regions which will be used as the locale of several forthcoming "A 1" productions based on astronomy, mining engineering and oil prospecting. . . . Under the direction of George Q. Lewis, the summer sessions of the "Comedy Workshop" will start today, for the 11th season, at the Malin Studios on W. 46th st. First guest lecturer will be Charlie Sherman, author of the "Sketch Parade." . . .

☆ ☆ ☆

ABC veep Bob Weitman planes to the coast today for conferences with Dore Schary and Warner Bros. regarding their respective telefilms and with Lou Edelman, Danny Thomas and Walt Disney. He'll return after the official opening of Disneyland on July 17 at Anaheim, Calif. . . . Due to wider use of filmed commercials as a result of extended adoption of spot advertising and longer range planning by national advertisers in advance of their fall campaigns, there will be no summer slackening of production at the ATV Film Production Studios in Long Island City, according to prexy Mickey Schwarz. "This condition," explains Mickey, "is undoubtedly reflected in other studios as well and means that the current high employment level in all branches of our New York film industry will be maintained." The forthcoming 20th Century-Fox Cinemascope short subject, "Algeria," was narrated by WMGM's ace deejay Ed Stokes with original score composed and conducted by Jack Shaindlin. . . .



Robert Weitman

☆ ☆ ☆

Temporarily shelving plans to produce a feature film in Europe based on the life of Louis Braille, Laurence Schwab, Jr., will leave for Hollywood next month to produce a teleseries. . . . Marian Marlowe will sub next Sunday on Ed CBSullivan's "Toast of the Town." . . . Ted Persons, formerly with Recordland, now associated with Karl Laudt. . . . Ex-Warner Bros. star Irene Manning, is now a permanent resident of New York and will be seen on Aug. 22 on "Producers Showcase," TVia NBC. . . . Transcontinental commutation among TV personalities is becoming commonplace. Bill Cullen flies to the coast once a week to emcee "Place The Face," Bill Goodwin planes East each week to handle the quiz ABChores on "Penny to a Million" and now comes word that Betty White, star of the Guild Film Teleseries, "Life With Elizabeth," will fly East from Hollywood every Thursday for her role as regular panelist on the Goodson-Todman TV quizzer, "Make the Connection" which starts tomorrow on NBC in the 8:30-9:00 p. m. slot. . . . Eastman Kodak's new 16mm continuous projector-Model 300, operating at the standard speed of 24 frames per second, with tilting rotating mirrors to compensate for film travel, with mechanism driven by an 1,800 rpm synchronous motor coupled to a small synchronous motor in the sound head (for simultaneous starting and stopping) is designed to improve the quality of color TV transmission. . . .

☆ ☆ ☆

Tenoriole Jimmy Brown has teamed up with Dewey Bergman in the formation of a music pubbery, Baker Music, teeing off with a pretty ballad, "Love Is Not a Dream." . . . Ernie Ford of the Houston "Chronicle" and Dick (Two Ton) Baker, one of Chicago's most popular radiolites, have collabbed on a couple of ballads "There's No One Around" and "I'm Shuffling an Old Pack of Dreams." . . . "Kukla, Fran & Ollie" which ABCommenced its summer hiatus last Friday, will return on Monday, Aug. 29.

ABPC Profit

(Continued from page 1)

380 theatres to accommodate CinemaScope and "any other projection system in the immediate forseeable future." ABPC Theatres, Sir Philip said, attracted more attendance last year than any others, citing 200,000,000 last year against 197,000,000 the previous years. Attendance at most competitor circuits dropped, he said.

ABPC, it was added, is spending £950,000 on wide screens, lenses and other improvements, but significantly not from capital but exclusively from revenues. After providing taxation of £1,500,000, the net group profit is £460,115 higher at £1,025,399. Current assets show a rise from £679,484 to £3,455,092. Secured indebtedness was reduced by £1,200,000.

The general view in financial circles is that Sir Philip has lifted his £8,000,000 corporation to the status of an established institution as solid as Saint Paul's.

Praises New Media

Sir Philip, in his speech to newspaper financial writers, said undoubtedly the biggest single factor in the corporation's current prosperity is CinemaScope and other new techniques. "It kept us alive and made us virile," he said. But the real answer, Sir Philip continued, is not only techniques but better films screened in better theatres that bring people out of their parlors.

Sir Philip also pleaded for an all industry approach on the crippling entertainment tax. "Anything exhibitors get off in taxes means more for producers and the more the producers get means more pictures for exhibitors," he declared. Sir Philip, questioned, said ABPC is not currently interested in commercial television, but no one can tell what the future may bring. Key ABPC theatres already are equipped for large screen TV.

Meanwhile, British Lion Studio, Ltd., a subsidiary of the now defunct British Lion Film Corp., but operating still as a separate entity, reported profits for the year ended March, 1955 of £134,507, an increase of £14,030 over the previous year. The corporation pays a five per cent dividend on ordinaries.

Goffstein, Adelman

(Continued from page 1)

Vegas, was formally the international press guy.

Robert Adleman, president of the Philadelphia advertising firm of Lohmeyer, Adleman & Montgomery, and who last year served as international publicity director for Variety, was appointed to the post of international press guy.

In addition, chief barker Hoover announced the elimination of the office of international sergeant at arms and international ceremonial officer.

Fox Year

(Continued from page 1)

Fox's financial position was "extremely strong with $27,000,000 in cash equalling total current liabilities" and that "net current assets after all liabilities were $21 per share." It was further pointed out that Fox was about to consummate the purchase of 140 theatres in South Africa, which will bring foreign holdings up to nearly 400 theatres and "further expansion abroad can be expected."

National Attendance Committee Named For Allied Meeting

The national attendance committee for the 1955 Allied States convention, to be held at the Morrison Hotel in Chicago Nov. 7 through Nov. 9, has been announced by Jack Kirsch, president of Illinois Allied, who is this year's' convention chairman. Attendance committee members, charged with getting large turnouts from their respective areas to the convention, which will be held in conjunction with the TESMA-TEDA and IPA trade shows, are:

Connecticut: Maxwell A. Alderman, Norman Bialek; **Gulf States:** Abe Berenson, F. G. Prat, Jr.; **Indiana:** William Carroll, Roy Kalver; **Illinois:** Abner I. Klein, Van Nomikos; **Iowa-Nebraska:** Elmer G. Huhnke, Al C. Myrick; **Kansas-Missouri:** Beverly Miller, Jay Wooten; **Kentucky:** Robert T. Enoch, E. L. Ornstein; **Maryland:** Stanley Baker, C. Elmer Nolte, Jr.; **Michigan:** Ernest T. Conlon, Alden Smith; **Mid-Central:** A. B. (Jeff) Jefferis, Paul E. Stehman; **Mid-South:** Dwight F. Blissard, J. A. West; **New England:** Norman Glassman, Edward W. Lider; **New Jersey:** Irving Dollinger, Wilbur Snaper; **North Central:** Benj. N. Berger, E. L. Peaslee; **Ohio:** Horace Adams, L. F. Eick; **Oklahoma:** Bernard J. McKenna, Jr., Earl Snyder; **Eastern Pennsylvania:** Ben Fertel, Sidney E. Samuelson; **Western Pennsylvania:** Harry B. Hendel, Morris M. Finkel; **Rocky Mountain:** Joe Ashby, Neil Beezley; **Texas:** Col. H. A. Cole, Phil Isley; **West Virginia:** H. J. Gilbert, Don Schultz; **Wisconsin:** Sig Goldberg, Angelo Provinzano.

Mexican Directors Win New Contract

MEXICO CITY, July 5. — One phase, an important one, of the wage increase strife in the film trade was settled and is hailed as decreasing prospects of the threatened general strike.

Producers and directors made a two-year peace pact which allows the directors an $80 per picture increase, announced Hector Fernandez, manager of the Producers Association. The new minimum pay for directors is $2,000 per picture that requires three weeks work and $2,400 per picture that takes four or more weeks.

This leaves demands of the players, musicians and manual workers still to be settled. They want from 27.8 to 50 per cent more pay. Hopes at the present time are higher that there will be no strike.

'U' Tells SEC of Warrant Reduction

WASHINGTON, July 5.—A 2,955 reduction in Universal Pictures warrants was reported here by the company to the Securities and Exchange Commission. The reduction, it was stated, took place between March 31 and June 30, leaving a balance of 30,368 warrants, exclusive of 12,800 warrants held in the company's treasury.

Universal, at the same time, reported a reduction in the capitalization of its cumulative preferred stock. On June 7, the company stated, it retired 1,400 shares of its preferred stock.

Shorts Holding Their Own

(Continued from page 1)

WB and Universal reported an increase in short subjects business in the current year as compared to 1954. Paramount short subjects manager Oscar A. Morgan could not be reached for comment, having just returned from a tour of exchanges.

Loew's, too, noted a "slight" increase in short subject business.

The level of business for newsreels was described as about the same as last year by Loew's, 20th-Fox Universal, and Warner Brothers.

Cartoons were singled out as enjoying a lively business by Loew's and RKO Radio. Walt Disney shorts, distributed by RKO Radio, were reported to be doing "exceptionally well." An RKO Radio spokesman attributed the growing popularity of Disney cartoons to the Disneyland TV show, which he said has "definitely created more interest in Disney."

Long Features Help

The RKO spokesman, in a dissenting opinion maintained that the bigger, longer productions have forced many double-feature theatres to go single bill occasionally, thereby creating an expanding market for short subjects. He said his company is doing well with both one and two-reel shorts, although the former is getting a bigger play, and expressed confidence for the future of the market. He added that RKO Radio will announce a new short subjects production slate shortly.

Norman Moray, WB short subjects sales manager, called the outlook encouraging, with specially good short subjects doing very well. He described the short subjects market as highly competitive, yet rewarding, adding that there is a definite need today for good short subjects. Moray joined with the position held by the RKO spokesman that with the longer, big feature, more theatres are forced to single bill their program occasionally, thereby expanding the short subjects market.

New Techniques Popular

Short subjects, it was explained, not only are affected by the changed product situation, but by the introduction of new techniques, with high interest reported in CinemaScope shorts by 20th-Fox and WB.

Lem Jones, 20th-Fox short subjects sales manager, attributed the "tremendous" rise in short subjects revenues of his company to the "quality" and "topical" nature of the product offered. He also acknowledged that the general popularity of the CinemaScope medium had aided his sales.

Jones reported that his department was preparing a series of five subjects as a package to be sold to theatres as a feature under the title of "CinemaScope Festival."

Operating on the negative side of the ledger, according to one short subject executive, is the changing pattern of operation of medium and small-town situations. In those situations, it was explained, the product shortage has caused a switch from a tri-weekly program changeover to a bi-weekly one, with a consequent detrimental effect on short subjects.

Drive-in Market Good

In single feature areas and in drive-ins, short subjects were said to find a very lively market, however.

Despite new techniques, the introduction of box-office names and the short product supply, exhibitors were described by one sales head as "lethargic" when it came to the purchase of short subjects. He attributed his company's success in the field to the hard-selling job of the company rather than the receptivity of exhibition.

Another point of view was expressed by a different sales executive who claimed that no generalization could be made, as to the receptivity of shorts by exhibitors, contending that the situation varies from locality to locality. There was general agreement, however, that with proper showmanship, shorts could return greater revenues to a greater number of exhibitors.

Stock Firms to File Twice-Yearly Report

WASHINGTON, July 5. — Companies with stock listed on national stock exchanges or which have registered stock with the Securities and Exchange Commission for sale to the public must now file financial reports twice a year, rather than annually.

SEC some years ago required these firms to file quarterly reports on sales and other financial data. Then in 1953 it switched to an annual basis.

The mid-year report, known as Form 9-K, requires information on sales, gross revenues, net income before and after taxes, credit to earned surplus and other subjects. Under the new SEC decision, the form will be due 45 days after the end of the first half of each fiscal year, starting this year.

People

Al Milton, production supervisor for William F. Broidy Pictures Corp., has resigned to enter independent production.

Sperie Perakos, general manager of Perakos Theatres Associates, New Britain, Conn., has been elected president of the Yale Club in that city.

Albert Clarke has been named manager of the Bijou Theatre, Springfield, Mass., succeeding **Ralph Carenza**, resigned.

Harry Lewis, National Screen Service representative in Oregon, has taken over the operation of the Victory Theatre, Milwaukee, Ore., formerly operated by **Tom Moyer**.

Charles Birchard has been added to the Columbia sales staff in Portland, Ore.

John G. Capstaff, former Eastman Kodak scientist, has been named an honorary fellow of the British Kinematograph Society. Capstaff retired from Kodak in 1954 and is now living in California.

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For Board Study

EDC's Report Top Item on Allied Agenda

Expect Recommendations To Be Drafted July 19

From THE DAILY Bureau

WASHINGTON, July 6.—The report of the Emergency Defense Committee will be the top item on the agenda of the Allied States Association board meeting here July 20 and 21.

In fact, there was some indication that the board meeting had been scheduled specifically to discuss and act on whatever recommendations come from EDC.

According to the present schedule, the EDC report and recommendations won't be drafted until just prior to the board meeting. The committee will probably meet here July 19 and the morning of July 20 to put its ideas in final shape to put before the board the afternoon of the 20th.

The lateness of the board meeting would seem to make it very difficult for Allied to request the Senate Small Business Committee to hold hearings before Congress adjourns on the exhibitors' situation.

Congress is hoping to wind up the work of the present session by the end of the month.

TOA-Allied Group Sets UA Meeting

The joint Theatre Owners of America-Allied States Association committee will meet with United Artists sales executives next Tuesday.

Expected to attend next week's meeting, the last one scheduled by the exhibition group, are Wilbur Snaper, Allied executive; Walter Reade, Jr., chairman of the board of TOA; William J. Heineman, vice-president in charge of UA domestic distribution, and B. G. Kranze, UA's general sales manager.

Reappoint McCraw Executive Director Of Variety Clubs

William McCraw, judge in the Texas Criminal Courts, was reappointed to the position of executive director of International Variety.

Judge McCraw has held this post for the past few years. Last year he was appointed by Gov. Allen Shivers to the bench and he temporarily relinquished the position, because of the other demands made on his time.

However, Judge McCraw has volunteered to serve in an unpaid capacity so long as Variety wishes the association.

George Hoover, in accepting McCraw's offer, said, "Variety is proud

(*Continued on page 7*)

Sunday Censorship

MASS. LAW IS RULED UNCONSTITUTIONAL

Statute Had Been on the Books Since 1908; Void Immediately, High Court Declares

Special to THE DAILY

BOSTON, July 6.—The Sunday censorship law regarding motion pictures which has been on the books since 1908 in the Commonwealth of Massachusetts was declared unconstitutional and void as of today in a unanimous decision of the Supreme Judicial Court of Massachusetts. The opinion handed down this afternoon was written by Judge R. S. Wilkins.

In May of this year, the full bench of the Supreme Judicial Court heard the arguments of counsel in two cases. William Conant Brewer, Jr., of the legal firm of Peabody, Koufman and Brewer, represented the Brattle Theatre of Cambridge, while Alfred Albert of the legal firm of Albert, Albert and Tyber represented the Times Film Corp., New York. Also arguing was Felix Bilgrey of the New York firm of Bilgrey and Levinson, for Times Film. Counsel was seeking declaratory judgment on the constitutionality of the Sunday licensing law. In this state, prior to this opinion

(*Continued on page 7*)

Flaud Reports On U. S. Visit

By HENRY KAHN

PARIS, July 6.—The French film industry could improve its business in the American market some 10 times if the export of product were better controlled, Jacques Flaud, head of the National Cinemagraphic Center, stated here upon his recent return from the United States.

"Certain distributors of French pictures in the U.S. were making three or four times the 50 million francs earned for France through the very particular methods they use," Flaud said.

"If French motion pictures are to succeed in the American market,"

(*Continued on page 7*)

SPG Letter Praises The Production Code

From THE DAILY Bureau

HOLLYWOOD, July 6.—Unqualified support of the Production Code Administration by the Screen Producers Guild is expressed in a letter prepared by Samuel G. Engel, president of the guild, for transmission to Eric Johnston, president of the Motion Picture Association of America, and for presentation to the board of directors of the guild.

The Screen Directors Guild and the screen writers division of the Writers Guild of America recently went on record as supporting the code and urged all producers to resist attempts by organizations outside the industry to enforce changes in films that have been given the Code seal.

Times Film to Test Constitutionality of Chicago Censorship

A basic court test of the constitutionality of the censorship system in the city of Chicago governing the showing of motion pictures in that city will be instituted today by Times Film Corp. of New York.

In an action to be filed in Federal court in Chicago, Times Film names as defendants the city of Chicago, Mayor Richard A. Daley and Police Commissioner Timothy J. O'Connor. These defendants, Times Film charges in its action, are illegally withholding a permit for the exhibition of its motion picture release, "The Game of Love."

In denying Times Film the requested permit to show the film in Chicago, the defendants are infringing on its constitutional rights to freedom of speech and of the press and pre-

(*Continued on page 7*)

Release Status 'Tight'

Exhibitors in N.Y. Area Say Product Shortage Continues

The looked-for tapering off of the product shortage in the summer months has not materialized and exhibitors in the New York exchange area are complaining that they have to "stretch and strain" to obtain top quality product, a checkup yesterday revealed. The protests were registered principally by operators of first-runs in small situations.

A check of the releasing schedules in the trade papers, one circuit executive said, will show how tight the product status is. He contended that there were plenty of completed pictures "on the shelf" but that, in most instances, the pictures are not being released.

"Many of the top pictures currently on Broadway will not be available in the suburban areas until late August or September," another circuit official

(*Continued on page 7*)



Personal Mention

WILLIAM MOCLAIR, managing director of the Roxy Theatre here, will leave New York on Monday for Denver.

JOHN CICERO, Paramount home office advertising production manager, is recuperating at Midwood Hospital, Brooklyn, following surgery.

RUSS GRANT and TED ARNOW, of the Loew's Theatre home office publicity staff, have returned from vacations.

AL FITTER, assistant to HUGH OWEN, Paramount distribution vice-president, has left New York for Memphis and Dallas.

DAVE EMANUEL, of Phoenix Films, is the father of a daughter born to MRS. EMANUEL. Child will be named Linda Sue.

HARRY HAMBURG, Paramount branch manager in Kansas City, has returned there from New York.

JAMES J. LARKIN, sales representative for B.O.A.C., left here by plane yesterday for Los Angeles.

SAM VINSON, who represents Filmack in Canada, is hospitalized here at Mt. Sinai.

ROSSANO BRAZZI will leave New York for Europe today aboard the "United States."

SABU will leave here for London tomorrow via B.O.A.C.

NANCY SINATRA has arrived in New York from the Coast.

Three of Nine Prizes To U.S. in Germany

BERLIN, July 6.—United States films took three of the nine prizes in the audience vote announced here following conclusion of the International Film Festival in West Berlin. Three prizes went to West Germany and one each to France, Italy and Spain.

Walt Disney's "The Vanishing Prairie" took first place in the full-length documentary class, and the same producer's "Siam," in the short documentary division, was runner-up to Germany's "Zummerleute des Waldes."

Among the full-length features, America's "Carmen Jones" took third place following West Germany's "Die Ratten," the winner, and Spain's "Marcelino."

J. P. Warren Dies

PORTLAND, Ore., July 6.—Joseph P. Warren, 65, veteran sales representative in the Portland branch of M-G-M, died of heart attack here yesterday. With the Portland exchange for 31 years, he was formerly with the Universal exchange in Butte, Mont. He is survived by his widow and a daughter.

India Industry Now Rated Third Largest

WASHINGTON, July 6.—Commerce Department film chief Nathan D. Golden said that censorship is "perhaps the most serious problem" confronting firms importing films into India.

"Standards are strict and result in serious cutting of foreign films or even the banning of an entire picture," he stated.

In a report on the Indian film situation, Golden pointed out that the Indian industry is now rated the third largest in the world, with only the U.S. and Japan producing more features. All branches of the Indian industry have an estimated capital investment of close to $95,000,000, an annual gross income of over $52,000,000, and the employment of about 100,000 people, he estimated.

70% From U.S.

Right now, Golden said, about 70 per cent of all film imports come from the U.S., as does 80 per cent of all imported equipment and about 10 per cent of all rawstock used in the country.

Golden estimated that last year there were a record 697 film-producing firms in India, with no firm producing more than five features. Total production last year was put at 274 feature films.

There are some 1,055 film distributors and 250 exhibitors in India, Golden said. He reported there were 2,623 permanent theatres with an estimated eating capacity of 2,300,000 and an annual attendance of over 600,000,000. In addition, he said, there are some 800 mobile or touring theatres.

Report Available

Golden said his figures came from a comprehensive and detailed report containing statistics and general information on all phases of the Indian film industry, and that the report would be loaned to interested firms on request.

WOMPI's 10th Unit Formed in Denver

DENVER, July 6.—Women of the Motion Picture Industry organized its 10th chapter with the election of officers of the Denver group. Officers were elected at a luncheon meeting and consist of Jean Gerbase, president; Toni Medley, first vice president; Ann Le Gendre, second vice president; Mary Ann Hogle, recording secretary; Irene Canino, corresponding secretary, and Charlotte Steuver, treasurer.

Directors include Pauline Hall, Mrs. Ruth Wolfberg, Bess Warner, Edith Musgrave, Florence Pell, Evelyn Benson, Alice Montague. Here for the election were Mrs. Grace Folson, Dallas, national chairman of extension, and Mrs. Maxine Adams, past president of the Dallas club.

'Roberts' Bows July 14

Warner Brothers' CinemaScope production of "Mister Roberts" will open at the Radio City Music Hall here on July 14, the theatre announced yesterday.

Rejection Power to Censors in Pa. Bill

Special to THE DAILY

HARRISBURG, Pa., July 6.—Pennsylvania House of Representatives has approved a bill giving Pennsylvania State Board of Censors right to reject scenes it considers "obscene or incites to crimes of violence or advocates the use of narcotics or habit-forming drugs." The bill, which was considered necessary in view of recent judicial decisions, will now be considered by the Pennsylvania Senate.

UA Japan Billings Up 90.24 Per Cent

United Artists' billings in Japan during May increased 90.24 per cent over the 1954 comparable period, according to a UA statistical report which also revealed yesterday that only four of the 10 member companies of the Motion Picture Export Association have increased their billings in that market during the first five months of 1955.

During May, 1955, UA's billings totaled 271,498,960 yen as compared to the May, 1954, figure of 128,787,101 yen—an increase of 90.24 per cent, the film company reported.

During the first five months of 1955, January through May, only four film companies: Columbia, United Artists, 20th Century-Fox and Paramount, showed increases ranging from 14.23 per cent to 62.85 per cent over the same 1954 period, the report showed.

Nielsen to Manage RKO Omaha Office

Norman Nielsen has been promoted from salesman to branch manager of the RKO exchange in Omaha, it was announced yesterday by Herbert H. Greenblatt, domestic sales manager. Nielsen has served as office manager and salesman since he joined RKO in 1930. He succeeds Max Rosenblatt, who was promoted to Des Moines branch manager last week. The appointment becomes effective on July 11.

Harold V. Barry, 60

HOLLYWOOD, July 6.—Harold V. Barry, 60, former head of the RKO construction department for the past 22 years, died last week at the Behren's Memorial Hospital, Glendale, following a prolonged illness. He is survived by his widow, Emma, a daughter, Mrs. Barbara Johnson, and a brother, Wesley.

Universal Dividend

The board of directors of Universal Pictures Co. has declared a quarterly dividend of $1.0625 per share on the 4¼ per cent cumulative preferred stock of the company. The dividend is payable Sept. 1, to stockholders of record on Aug. 15.

News Roundup

D.S.T. Extended in Vermont

Daylight saving time will be extended through October in Vermont in accordance with a proclamation issued by Governor Johnson. Normally, it would have ended on the last Sunday in September. All other New England states previously extended D.S.T., as did New York.

■

Canada Ticket Prices Rise

The Canadian Government reports that theatre admissions increased 3.5 per cent in price between April and May of this year.

■

Wile Warns on Closings

Closing of small town theatres because of declines in small-farm ownership and drift of population to large centers means that theatres in larger towns "can draw the business from towns where theatres have closed," said Robert Wile, secretary of the Independent Theatre Owners of Ohio, in a bulletin to Ohio exhibitors. "They must do so or people will lose the movie habit," said Wile.

■

Holyoke Theatre Leased

Theatre Managers, Inc., a subsidiary of Western Massachusetts Theatres, Inc., has leased the Suffolk Theatre, Holyoke, Mass., from the Herman Rifkin interests.

■

Hartford House Scale Down

The Lyric Theatre, Hartford, operated by the Hartford Theatres Circuit, has adopted a 50-cent admission scale at all times for adults. The reduction, from 60 cents, had been tried initially for matinees only.

■

Films Crude, Manager Quits

After protesting against the booking of films which allegedly were "naughty and of the burlesque and nudist colony variety," Owen Hand has resigned as manager of Melvin Fox's 1500-car Wildwood Drive-In, near Wildwood, N. J. He was joined in his protests by Mayor Harry Eldredge of neighboring Rio Grande and the Rio Grande Chamber of Commerce.

■

15-Year-Olders 'Children'

The age for children's tickets at the Northwood Theatre, Baltimore, has been moved from 12 to 15 years. Apparently in an effort to increase 'teenage attendance, those up to 15 years are admitted for 25c at all times. John Wyatt is manager of the Northwood.

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Mister Boxoffice!

"Mister Roberts" beats 'Battle Cry' in every date!!!!!!!!

DALLAS! HOUSTON! SAN ANTONIO! SHREVEPORT! NEW ORLEANS! MIAMI! MIAMI BEACH! CORAL GABLES!

Warner Bros.

STARRING HENRY FONDA · JAMES CAGNEY · WILLIAM POWELL · JACK LEMMON

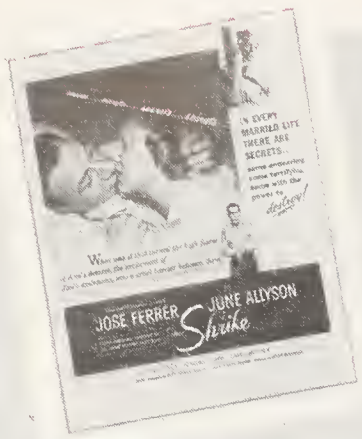
CINEMASCOPE WARNERCOLOR STEREOPHONIC SOUND

ALSO STARRING BETSY PALMER · WARD BOND · PHIL CAREY · SCREEN PLAY BY FRANK NUGENT AND JOSHUA LOGAN

BASED ON THE PLAY BY THOMAS HEGGEN AND JOSHUA LOGAN · PRODUCED BY LELAND HAYWARD

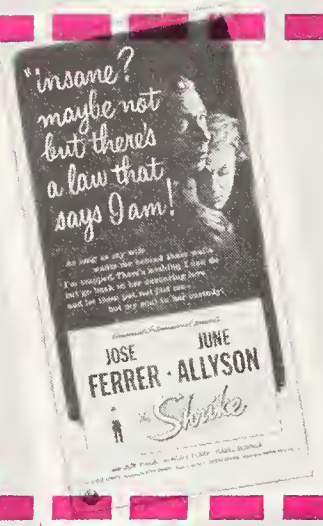
DIRECTED BY JOHN FORD AND MERVYN LEROY · MUSIC COMPOSED AND CONDUCTED BY FRANZ WAXMAN

The Shrike IS THE PICTURE FO and UNIVERSAL HA THAT WILL REACH THEM ALL!



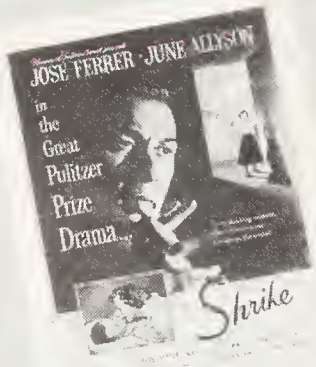
WOMAN APPEAL!

aimed straight at the hearts of all women of all ages!



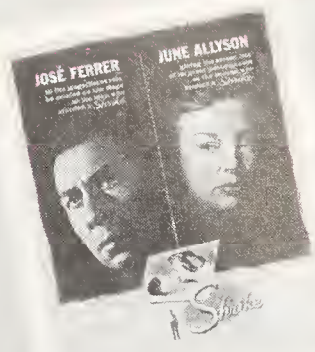
SHOCK APPEAL!

the sensational intimacy of the great Pulitzer Prize play!



DRAMATIC APPEAL!

a man-woman story that will be the most talked about picture of the year!

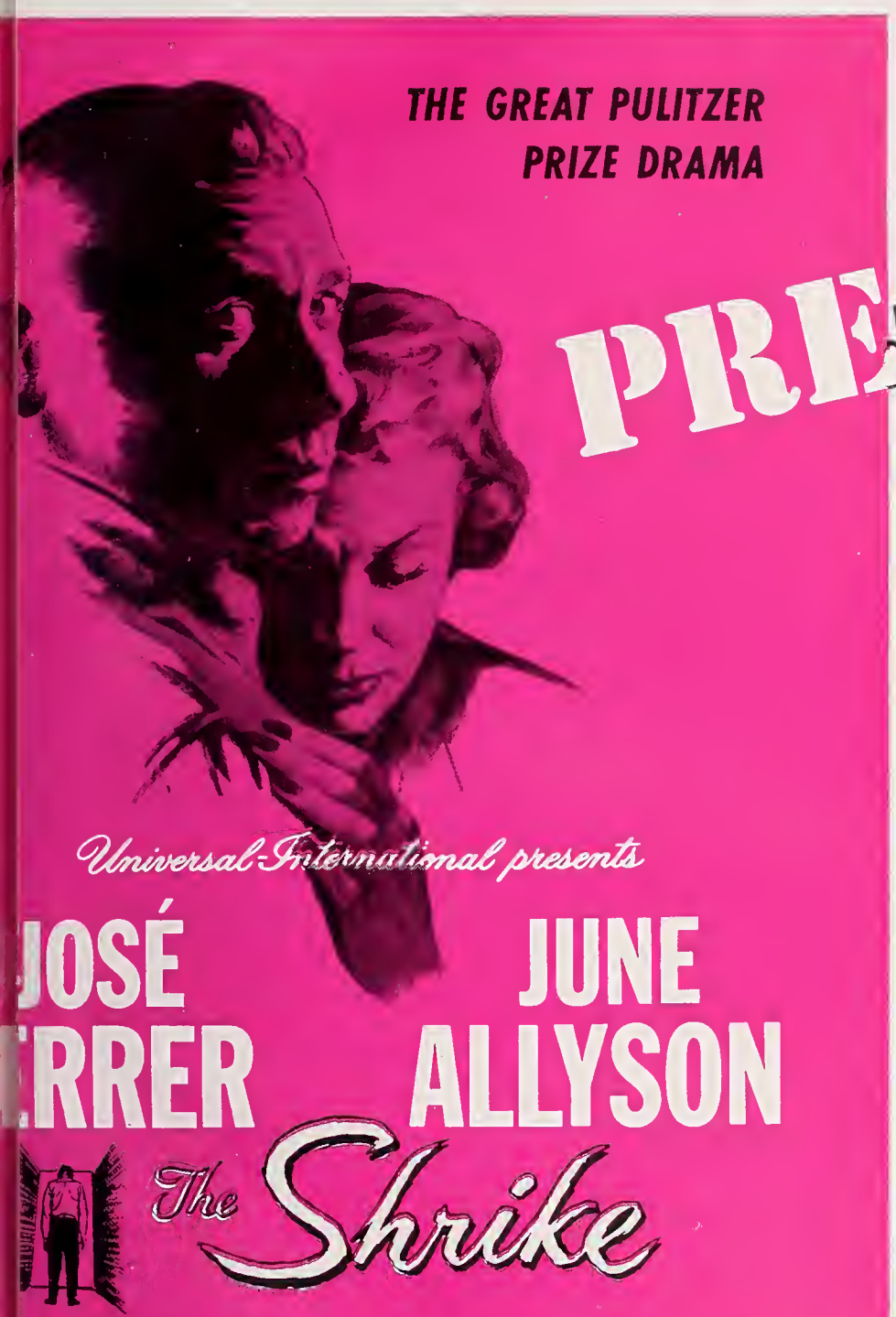


STAR APPEAL!

José Ferrer-June Allyson ...a sure fire combination of top Box-Office power!

Don't Delay! Mail Your Nominations For Audience Awards

VERY KIND OF AUDIENCE...
HE BIG PRE-SELLING CAMPAIGN



PRE-SOLD

IMPORTANTLY IMPRESSIVELY TO MORE THAN 75,000,000 READERS OF LEADING NATIONAL MAGAZINES!

LIFE
COMPANION
PHOTOPLAY
TRUE EXPERIENCES
LOOK
RADIO-TV MIRROR
Motion Picture AND TELEVISION MAGAZINE
Redbook
TRUE ROMANCES
True Confessions
TRUE LOVE STORIES

Cinex to Provide World Market for Mexican Pictures

Special to THE DAILY

MEXICO CITY, July 6. — The world market is open to Mexican pictures through Cinex which the Government organized last year to control distribution of Mexican pictures abroad, because Cinex is not a monopoly of any kind, according to Eduardo Garduno, Cinex president and director general of the trade's own bank, the semi-official Banco Nacional Cinematografico.

Anybody who has $2,000 can join Cinex, Garduno said. "Any producer who lacks that amount of money had better do something else, even sell peanuts," the picture banker commented.

A prime purpose of Cinex is to afford small producers adequate foreign distribution, Garduno explained.

Though ample funds are lacking for wider and more intensive distribution, Mexican picture constitute the top number in Mexico's exports because of the "magnificent organization" that Cinex has arranged, the picture banker asserted. Garduno said he is preparing for President Adolfo Ruiz Cortines an exhaustive report on foreign distribution of Mexican pictures. These data will be made public upon the President's authorization, the Cinex-bank chief said.

Seaton Names Five Academy Groups

HOLLYWOOD, July 6.—President George Seaton of the Academy of Motion Picture Arts and Sciences announced the appointment of 32 Academy members to five committees, as follows:

28th Awards planning committee: Sol C. Siegel, chairman; John Aalberg, John Boyle, Teet Carle, Valentine Davies, Robert Emmett Dolan, Samuel G. Engel, Feild Gray, William Holden, B. B. Kahane, Perry Lieber, William Lyon, George Seaton, ex officio;

General membership committee: Samuel Engel, chairman; Hal Elias, Fred Metzler, Edward Powell, Seaton, ex officio;

Forum and screening committee: Stevens, chairman; Feild Gray, Claire Trevor, Harry Tytle, George Seaton, ex officio;

Finance committee: John Aalberg, chairman; Hal Elias, Jacob Karp, Fred Metzler, Seaton, ex officio;

Film library committee: Fred Metzler, chairman; John Aalberg, John Boyle, William Hornbeck, G. Carleton Hunt, Milton Krasner, Sidney P. Solow.

Chesapeake Buys Stanley Greetings

Chesapeake Industries, Inc., has added its second subsidiary in the printing field, with purchase of Stanley Greetings, Inc., of Dayton, O., William C. MacMillen, Jr., Chesapeake president, announced here yesterday.

The Stanley firm, founded in 1911, pioneered in the manufacture and sale of modern, colored greeting cards.

John O. Henry, who has been secretary of Chesapeake Industries, will become president of Stanley Greetings, replacing William McKinley Wetzel.

First Screening Monday

Advance Promotion Started On U-I's 'To Hell and Back'

Universal-International has started its advance promotion of "To Hell and Back," its CinemaScope and Technicolor film production based on the life story of Audie Murphy, America's most decorated hero. One of the most important film productions made by U-I in recent years, it has already been hailed by the military authorities who are lending their full support to the promotional campaign program, the studio announced.

"To Hell and Back" has an introduction by General Walter Bedell Smith, who served as Chief of Staff at Supreme Allied Headquarters during World War II. He pays tribute to the "foot soldier" as seen through the eyes of one of them—Audie Murphy.

Will Be Shown at Ft. Jay

The picture will be seen by exhibitors for the first time on Monday when U-I will be host to circuit and New York area exhibitors at a special invitational screening at Governors Island, highlighted by a military review in honor of Murphy who is in New York starting a nationwide promotional tour on behalf of the picture. The trade press, national magazines, syndicates, television and radio representatives are also scheduled to attend the screening with some 600 exhibitors and military guests, in the CinemaScope-equipped Post Theatre.

U-I has already established a liaison in Washington to handle some of the important promotional projects being developed on the picture. There are also several projects being developed in conjunction with the leading veteran's organizations of the country including the American Legion and the Veterans of Foreign Wars. Murphy, a native of Texas, will be honored by the Texas legislative leaders when he visits Washington next week, including House Speaker Sam Rayburn and Senator Lyndon Johnson.

That U-I is backing "To Hell and Back" to the hilt with one of its record advertising, publicity and promotion campaign has already been indicated by vice-president David A. Lipton. The national magazine advertising campaign will be launched in late August with spreads in "Life," "Look," "Coronet," the "American Legion Magazine," the "Veterans of Foreign Wars Magazine" and the "National Guardsman." Lipton has already disclosed that the picture will also receive the first national television spot-campaign in the industry as part of the selling with continuous use of spot time being made on 67 stations during July, August and September. The company is also giving the picture a national billboard advertising campaign—its first in many many years, using boards covering more than 400 suburban areas designed to hit a population of more than 30,000,000 with 445,000,000 impressions.

Army Orders Cooperation

In a special directive issued a few weeks ago to all Army Commands in the United States, the Defense Department has directed field installations to cooperate fully with exhibitors showing the picture as part of the Army's enlistment program.

WOMPI of Atlanta Installs Officers

ATLANTA, July 6.—Officers were installed by the Atlanta branch of Women of the Motion Picture Industry at the organization's annual dinner meeting held at the Atlanta Variety Club. The dinner marked the second anniversary of the club.

Mrs. Stella of Pulnot Republic Pictures, is the new president. Other officers are Mrs. Pete Snow, first vice-president; Mrs. Mitchell Carter, second vice-president; Doris Honea, recording secretary; Katherine Moore, corresponding secretary, and Edythe Bryant, treasurer. Comprising the board of directors are: Mrs. Betty Rary, retiring president; Martha Hall, Mrs. Tracy Barnes and Mrs. Stan Haglund.

$7,480 for 'Bamboo' At Baltimore's Towne

Twenticth Century-Fox's "House of Bamboo" in CinemaScope is setting a strong pace in seven first domestic engagements with opening week grosses topping "Black Widow" and "Violent Saturday," according to theatre reports.

The drama in six days at the Towne, Baltimore, notched $7,480 to double the mark achieved there by "Violent Saturday"; a lead of $3,000 is being maintained over "Black Widow" in four days at the Seattle Paramount, according to Fox.

Wilcox Closes Deal For 'Rhapsody'

LONDON, July 6.—Producer Herbert Wilcox has completed individual distribution agreements for his CinemaScope and Eastman color production of "King's Rhapsody," covering France, Germany, Austria, Italy, Spain, Portugal, Norway, Denmark, Sweden, Belgium and Luxembourg. He has also closed a distribution and exhibition deal with William Boxer of Empire Films, South Africa, for North and South Africa, including Egypt, Dakar and Madagascar; the Middle East, including Syria, Iran, Iraq, Lebanon, Turkey, Cyprus and Israel.

These contracts, Wilcox says, are without precedent in as much as substantial guarantees have been universally given prior to the completion of the production.

"King's Rhapsody" stars Anna Neagle, Errol Flynn and Patrice Wymore.

London release has been set for September.

Toronto Office for Frost

The Jack A. Frost Organization, Detroit, national suppliers of special mobile lighting equipment for motion picture and television production and theatre displays, has opened a Canadian office at 425 Burnamthorpe Road, Toronto, with James Fuller as manager.

TENT TALK

Variety Club News

SEATTLE—The new Variety Club of the Pacific Northwest and Alaska has been given its official sendoff at the New Washington Hotel. The organization committee was composed of Fred Mercy, Jr., Glen Haviland, Fred Danz, Ed Cruea and Bud Saffle.

△

HOUSTON—Rex Van is the new manager of the Variety Club here. Van was the Moran of the team of Moran & Mack, known as the "Two Black Crows." He succeeds Dick Kennedy who has resigned. Van comes from Dallas where he has been a show producer for clubs.

△

BOSTON—More than 160 industry representatives attended a "New Faces" luncheon at the Hotel Bradford here, sponsored by the Variety Club of New England to introduce three new branch managers, Gaspar Urban, Paramount; Al Levy, 20th Century-Fox, and William Kumins of Warner Brothers.

Theodore Fleisher, president of Interstate Theatres, was the toastmaster and the speakers included Martin J. Mullin, Glenn Norris, Archie Silverman, E. M. Loew and Edward Lider.

△

PITTSBURGH. — Tent Number One, Variety Club, will sponsor a golf tournament and dinner dance in the Highland Country Club on Route 19 on July 15, with an added fashion show to lure the girls. Jimmy Nash heads the committee.

'Stranger' to Bow In 43 Key Cities

Stanley Kramer's "Not As A Stranger" will have 43 key openings within the next two weeks, it was announced yesterday by William J. Heineman, United Artists vice-president in charge of distribution.

Upcoming dates for the film version of the best seller cover cities in 23 states, the District of Columbia and Canada, including Jacksonville, Miami, Nashville, St. Petersburg, Tampa, Providence, Springfield, Worcester, Albany, Rochester, Syracuse, Charlotte, Raleigh, Columbus, Dayton, Akron, Canton, Toledo, Houston, Indianapolis, Louisville, Kansas City and Wichita.

Also Minneapolis, St. Paul, New Haven, Hartford, New Orleans, Des Moines, Harrisburg, Reading, Scranton, Wilkes-Barre, Wilmington, Del., Pittsburgh, St. Louis, Memphis, Salt Lake City, Portland, Ore., Washington, Baltimore, Richmond and Toronto.

Vetoes Garage Bill

COLUMBUS, O., July 6.—Governor Lausche vetoed the State House underground parking garage bill which would have afford needed relief for downtown theatres. The legislature, which reconvenes on July 13 to consider the governor's vetoes, may be able to muster enough votes to override the veto. The 1,200-car garage would be located in the State House yard in the center of the downtown theatre district.

Flaud Reports

(Continued from page 1)

Flaud declared, "it will be first necessary to eliminate three quarters of the intermediaries distributing our films to some 5,000 "art" theatres. Many of these distributors sell the films outright, or do not control receipts and never follow the career of the films and rarely deliver publicity materials. It will be necessary to do away with these people without pity before they discredit our cinema industry," Flaud declared.

The French cinema industry official, however, was satisfied that an export policy and the organization of a proper bureau would make all the difference in the handling of French pictures in the U.S. market. He said that the Americans could take as many as 30 French pictures annually.

Not Worried Over Censorship

Flaud did not believe it was necessary for the French film industry to pay great attention to the peculiarities of American censorship because to change the character of French pictures would not be a wise move since, on the other hand, "quality was of particular importance. It is no use trying to beat the Americans in providing light, family entertainment, but typical French films of good quality is the answer."

The French film leader returned here via Germany and revealed that the American film industry was really worried about the possibility of a European cinema set-up. He said that while the Americans would probably take no action in France, because they did not take the French cinema too seriously, they would be prepared to make all kinds of offers to Germany in order to keep the Germans out of a European cinema pool.

N.Y. Exhibitors

(Continued from page 1)

stated, and asked, "What are we to do in the meantime?"

Paramount and 20th Century-Fox were singled out by some exhibitors as being cooperative in trying to supply product. Paramount's "Strategic Air Command" and 20th-Fox's "Soldier of Fortune," he said, are now getting first-run playoffs in the small situations.

The print situation also is acute, one exhibitor said. He complained that United Artists had only two prints of "Summertime" and that the Astor Theatre here has both of them. UA, however, explained that 30 prints of "Summertime" would be available this month and that the balance of 300 would be ready for national distribution in August. A laboratory labor dispute was said to have held up the printing.

Prisma-Color Booklet

Prisma-Scope Corporation, Portland, Ore., has published a booklet titled "Prisma-Scope Technique," including background on color and the problems of compatible color television. Special attention is given to the problems of set lighting. In the Prisma-Scope technique the television audience must wear special glasses in order to see color television. The company offers to make available without charge mathematical formulae and engineering data to any television broadcasting studio.

Massachusetts Law

(Continued from page 1)

today, the Commissioner of Public Safety had the authority to pass on all films before granting Sunday licenses to exhibitors.

Brewer represented the owners of the Brattle Theatre, Cyrus Harvey, Jr., and Bryand Haliday, who had applied three times in vain to the commissioner for a Sunday license to show the Swedish film "Miss Julie." The film had been passed for weekday showings by local censors but had been refused a Sunday license. The case was brought before the Middlesex Superior Court (a lower court) and the commissioner's rights were upheld.

An appeal was then taken to the Supreme Judicial Court. In his argument, Brewer stated that the Massachusetts statute was a prior restraint on freedom of speech in the form of motion pictures and was, therefore, invalid under the First and 14th Amendments. In the unanimous opinion of the bench, Judge Wilkins wrote that "the present controversy concerns exhibitions on only one day a week and that day is Sunday which does not seem to alter the governing rules of law. It is unthinkable that there is a power, absent as to secular days, to require the submission to advance scrutiny by governmental authority of newspapers to be published on Sunday, of sermons to be preached on Sunday or public addresses to be made on Sunday."

He also added that in the court's opinion the issues are similar to those in the Burstyn case as handed down by the United States Supreme Court which held that motion pictures were entitled to the protection which the Constitution extends to free speech and the free press.

Although the decision of Judge Wilkins is limited to Sunday censorship only, a somewhat similar statute which authorizes censorship on weekdays by local groups may be affected by this decision.

In the Times Film case, involving two foreign films, the French film "Game of Love" and the Swedish film "One Summer of Happiness," on which the arguments were heard at the same time as the Brattle Theatre case, the full bench also held the statute unconstitutional on the same grounds as stated by the tribunal in the Brattle Theatre case.

Personnel Shifts in ABC Film Group

ABC Film Syndication, Inc. has announced the creation of a new sales division, promotions, reassignments and a staff addition. Effective Oct. 1, John B. Burns will become director of national sales, establishing a separate sales division to offer national network advertisers more specialized program services, tailored to their specific needs, according to Don Kearney, vice-president. Burns will move to New York from his post as midwest manager of the syndication operation. Patric Rastall will become acting manager of the division.

Nat V. Donato has been appointed Eastern sales manager effective this week, according to Kearney, and will supervise all syndication sales activities in the New England and Middle Atlantic states. Donato will also continue as Canadian representative. New additions to the Eastern staff will be Franklin Freeman, now assistant to Kearney, and Robert J. Powers, who will be based in New England.

Joseph F. Greene becomes manager of a newly formed client service department, also effective this week. Greene has been traffic manager of ABC Film Syndication since its establishment.

William L. Clark, Western division manager, announced that the transfer of Fred J. Stratmann from southern California to San Franciso in the early fall would provide closer and more complete service to the film company's clients in northern California and the Pacific Northwest.

Drive-in Owner Robbed

CHARLOTTE, July 6. — A safe containing $2,921 was stolen from the home of C. H. Faw, owner of the Thrift Drive-in Theatre here yesterday. It was found in a field by two boys today. Battered and broken, it still contained a watch, cigarette lighter and some jewelry, but the cash was gone. Police are working on the case.

New Dutch Theatre Opens in Rotterdam

Special to THE DAILY

ROTTERDAM, July 6.—The first theatre to be built in Holland by the Maatschappij Tuschinski Co., the Thalia Cinema, since the end of World War II, will open tomorrow here with many European and American film industry officials attending the ribbon-cutting ceremonies.

Permits to build new motion picture theatres were granted only last year by the Dutch government. Thirteen theatres, five of them owned by Maatschappij Tuschinski Company, were destroyed by bombing during the war.

The Thalia Cinema has been entirely equipped for new screen presentation by J. Arthur Rank's British Optical and Precision Engineers. The installation includes three Guamont-Kalee "21" projectors with sound equipment and president arc lamps, Gaumont-Kalee "Flexible" varamorph and "S" backing lens, and a Harkness seamless silver measuring 39 feet by 16 feet.

Radio, TV to Blanket 'Virgin' Premiere

The benefit world premiere of 20th Century-Fox's CinemaScope production of "The Virgin Queen," July 22 at the Strand Theatre in Portland, Me., will be broadcast by five stations which will blanket the New England area with publicity, it was disclosed by the film company.

To aid an intensive campaign selling tickets to the film's opening, from which the proceeds will be turned over to the Children's Theatre of Portland, stations WGAM-TV, WCSH-TV and radio outlets WGAM, WCSH and WPOR are programming special public service announcement calling attention to the premiere.

The spots appeal for aid to the Children's Theatre which is one of the nation's most prominent juvenile theatrical groups.

Times Film

(Continued from page 1)

venting it from engaging in lawful business activities in Chicago, the suit charges.

The legal action is being handled by Felix J. Bilgrey of Bilgrey & Levinson, Manhattan attorneys, and Abner J. Mikva, a Chicago attorney.

The proceeding has been initiated in the Federal court, they explained, and not in a state court in Illinois, because Times Film Corp., their client, is a New York corporation and the defendants are Chicagoans.

Reappoint McCraw

(Continued from page 1)

of Bill McCraw. He has been a distinct asset to us, and has not been a small factor in our continued growth. We are honored that he wants to continue this association."

Schafton and Stern In New V.C. Posts

Edward Schafton of Omaha and Ezra Stern of Los Angeles have been appointed to the positions of international fixers by George Hoover, chief barker of International Variety Clubs.

Hoover, in announcing these appointments, stated that both men had in past years been outstanding workers for International Variety.

Hoover went on to state that in view of Variety's rapidly growing membership, it becomes increasingly necessary to make certain that all safeguards be taken in order to insure that democratic processes, which is the essence of Variety, be surrounded with safeguards.

Hoover further said, "International Variety has shown an amazing growth in the past few years. As a result, it has become more important than ever to make certain that whatever projects and functions we engage upon are initiated within the limits of our constitution. The democracy of show business is an integral part of International Variety, and we look to men like Ezra Stern and Eddie Shafton to preserve our fundamental concept.

UK Association To Seek Tax Cut

From THE DAILY Bureau

LONDON, July 6.—Full support for a united industry campaign for a drastic reduction in entertainment tax has been declared by the Association of Independent Cinemas.

The A.I.C. came into being two years ago — membership has now reached the 500 mark—primarily because of the desperate plight of many small exhibitors and maintains that the needs of this section of the trade should always receive prior consideration.

A statement issued following a meeting of the Association's Council of Management said:

"The A.I.C. will, in addition to supporting the campaign for drastic reduction in entertainments tax, press for an entirely new method of assessment to replace the present outdated system.

"Entertainments tax is such an all-industry problem that A.I.C. propose that all sections of exhibition, distribution, production and labour should be represented on the united trade tax committee."



SO REAL...

On the wide, wide screen make-believe is real, as time stands still. Cost is great for films like this. But so are the rewards—as producer after producer solves problems in production, processing and projection . . . makes use of new technics developed in co-operation with the Eastman Technical Service for Motion Picture Film. Branches at strategic centers. Inquiries invited.

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Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

Map Plans Tuesday For Mo.-Ill. Conclave Slated for St. Louis

Special to THE DAILY

ST. LOUIS, July 6.—Co-chairmen for the Missouri-Illinois Theatre Owners annual convention to be held at the Chase Hotel here on Nov. 22 and 23 will meet in the MITO offices on Tuesday to work out program plans for the meeting.

At a preliminary program meeting of officers and directors of the MITO on June 14, at Brookhaven, Mrs. Bess Schulter of St. Louis was named general chairman of the forthcoming annual meeting with A. J. Williams, Union, Mo.; and Joseph Ansell and John Minardi of St. Louis as co-chairmen.

Senator Long to Speak

Senator Long, president pro-tem of the Missouri Senate, will discuss legislation and related matters at the annual meeting with other speakers to be announced later. Senator Long owns the Trojan Theater at Troy, Mo., and the Orpheum at Elsberry.

Tentative plans call for the third annual harvest moon festival, to raise funds for the Variety Club's Heart Fund by the St. Louis Variety Club on Nov. 23, 24 and 25.

Advance requests for exhibition space in the trade show and exposition in connection with the MITO convention are said to be far above those for the previous meeting at this time of the year.

RCA Will Market New Dyn-Arc Lamp

CAMDEN, N. J., July 6.—A new type of wide-screen lamp system which generates brilliance necessary for proper lighting of giant-size theatre screens having widths greater than 80 feet has been announced by the engineering products division of Radio Corp. of America.

Specifically designed for the more exacting requirements of wide-screen drive-in theatre operations, the new RCA Dyn-Arc lamp provides up to 36 per cent greater light output than the RCA Wide-Arc system, widely used by both indoor and drive-in theatres, according to A. J. Platt, manager of RCA theatre equipment sales. The Dyn-Arc can be used with any type theatre projector designed for indoor or outdoor wide-screen or 3-D use, he said.

The new powerhouse features an 18-inch F-1.64 reflector, he said, and can be used with either 10mm and 11mm carbons. Anticipating development of more advanced types of wide-screen projectors and projection lenses, the Dyn-Arc will accommodate even larger carbons at higher amperages, Platt said.



HOLLYWOOD . . on the march

BY SAMUEL D. BERNS

WILLIAM WYLER is getting ready to start shooting his first picture for Allied Artists release on Aug. 15. It will be "Friendly Persuasion" and will star Gary Cooper. Wyler and three of his production assistants are scouting location sites in Indiana and Kentucky.

☆ ☆ ☆

Producer-director David Butler is set to glorify the Kentucky Derby. Butler has been preparing "Glory" for months. This week he started shooting at the RKO studios after several weeks of location work in Louisville and Lexington. Incidentally, the picture will mark the return of Margaret O'Brien to the screen in her first grown-up role. John Lupton has been assigned to a top spot opposite her.



Samuel D. Berns

☆ ☆ ☆

"The Broad," a comedy on male advice to the lovelorn, will get a legitimate stage tryout locally when Robert Nichols finishes his role in "Giant" for George Stevens and Henry Ginsberg.

☆ ☆ ☆

It looks as if Hal Makelim is preparing to shoot three features at one time. He's already moved into larger quarters on the RKO Pathe lot.

☆ ☆ ☆

Manny Frank will present "Guys and Dolls" at the Royal Nevada Hotel in Las Vegas next month. It will star his wife, Vivian Blaine, and will mark the fifth anniversary of her appearance in the show. Robert Alda and Sam Levene, of the original company, are flying in from Europe to join the cast. Originally, the show cost $176,000; the tabloid version, only 30 minutes shorter than the original, will cost $100,000. And Sam Goldwyn paid 10 times that amount just for the rights.

☆ ☆ ☆

Some snapshots of Eddie Duchin which were taken at the Hotel Waldorf Astoria in New York in the early 1930's, and shot by George Sidney when the latter was a young camera-clicker, are paying off as valuable research material for the director who is making "Music by Duchin" at Columbia. Incidentally, Tyrone Power shows a remarkable resemblance in the title role.

☆ ☆ ☆

Tony Curtis no longer is a contract player at Universal-International, but the studio has him for two pictures a year and he can freelance with the open time. It is reported that Tony is getting around $150,000 for his first outside deal, co-starring with Burt Lancaster in "Trapeze."

☆ ☆ ☆

Top talent from the desert's gambling hostelries is being ogled by director Roy Rowland and Joe Pasternak as marquee partners for Dan Dailey and Cyd Charisse when they start shooting "Weekend at Las Vegas."

☆ ☆ ☆

Republic is budgeting its biggest ad campaign since "The Quiet Man" for "Man Alone," which Ray Milland directed and in which he starred. Prexy Herbert Yates and the star-director got together for four more on the same double-chore. "Lisbon" will be the first and is scheduled to roll as soon as Milland finishes his stint in "The Girl on the Velvet Swing" at 20th-Fox. By the way, did Republic buy "Lisbon" from Paramount?

☆ ☆ ☆

If Edmund O'Brien and his brother Liam, who wrote "The Remarkable Mr. Pennypacker," can get an extension of their work permits in England after Ed completes "1984" for Peter Rathvon and Columbia, they'll stay on to produce "Mr. P." with Eddie starring and directing.

☆ ☆ ☆

Mervyn LeRoy and Art Linkletter kept 1,000 delegates to the City of Hope national biennial convention in stitches when they co-chairmaned the "Night of Stars" awards at the Ambassador Hotel. More than 160 stars of show business received gold statuettes for fund-raising services.

Texas Interstate Finds Patrons Like Discount Card Plan

Special to THE DAILY

DALLAS, July 6.—Managers of Interstate theatres here report that hundreds of parents are filling out discount card application blanks for their children since the new plan went into operation.

The state-wide plan involving 100 theatres, on an experimental basis, has brought such satisfactory results that Interstate plans to inaugurate the plan as a continuing policy.

The discount card entitles youngsters from 12 through 17 years of age savings up to 50 per cent on admissions, depending upon the prevailing adult price.

Working Parents Apply

Parents who work in the downtown area are dropping by theatres during their lunch period and after working hours to apply for the cards. Discount card booths are conveniently located in all Interstate theatres and it is not necessary to purchase a theatre admission ticket to apply for a card, according to James O. Cherry, city manager of Interstate here.

The discount card, which costs $1, is good for an entire year of reduced admissions and may be used by the owner an unlimited number of times weekly. The laminated card serves as identification at the theatre box offices.

Heat Hits Conn. Theatre Grosses

HARTFORD, July 6.—Connecticut trade was hit hard by hot, humid weather over the July 4 weekend, with both first-run and suburban situations suffering from sizzling temperature.

Downtown, air-conditioned houses fared on an average with last year's grosses, while outdoor theatres and amusement parks seemed to take a lion's share of the available entertainment dollar. Numerous airers, playing midnight shows Sunday, did handsomely.

Area first-runs included "Seven Little Foys," "Land of the Pharaohs," "Love Me or Leave Me," and "Seven-Year Itch."

Revise Dates for 3 Canada Conventions

TORONTO, June 6.—Revised dates have been announced for the series of industry conventions here this year in order to group them for economy of travel by distant delegates. Now concentrated in the one week next fall are:

Monday, Oct. 31—Motion Picture Theatres Association of Ontario; Tuesday, Nov. 1—National Committee Motion Picture Exhibitors Associations of Canada; Nov. 2-3—Motion Picture Industry Council of Canada. All conventions are at the King Edward Hotel, Toronto.

The functions are: Oct. 31, noon, annual luncheon, MPTA of Ontario; Nov. 1, noon, luncheon of Canadian Motion Picture Distributors Association; Nov. 1, 7 P.M., awards banquet of Canadian Picture Pioneers; Nov. 2, noon, luncheon for delegates sponsored by Coca-Cola Ltd.

People

Jack Sebastian has been appointed supervisor of exploitation for the NBC Film Division. With NBC since 1952, Sebastian formerly was publicity-promotion director for WCPO-TV in Cincinnati.

¤

Charles Jennings, director of programs for Canadian Broadcasting Corp., has been appointed assistant controller of broadcasting, supervising all television and radio activities. **Marcel Carter** has been named assistant controller of administration.

¤

Mrs. Marie Moore, of the accounting department of Howco Films, Atlanta, has resigned to await the stork.

¤

Kenneth (Pee Wee) Massingale, after three years in the U.S. Army, has returned to his job with Benton Bros. Express, film transit company of Atlanta.

¤

Charles Power, 20th-Fox exchange manager in Portland, who has been ill, is back at his desk for a few hours a day.

¤

Jack Silverthorne, chief barker of the Cleveland Variety Club and manager of the Hippodrome, has been named to the board of directors of United Cerebral Palsy Association of Cuyahoga County.

¤

William C. Hunt, circuit operator, has received a special achievement award by the Wildwood, N. J., Chamber of Commerce for his 50 years of "aggressive leadership and community service." About 450 persons attended a dinner in his honor.

¤

Nathan Bernstock, formerly manager of Loew's 83rd Street Theatre, here and more recently temporarily assigned to Loew's Lexington, has been transferred to Loew's Jersey City Theatre, effective today. **Mrs. Louise Leonard,** manager of Loew's Lexington, who has been on leave of absence, returned this week. **Albert Bernstein,** manager of Loew's Rio Theatre, retired this week after 40 years with the circuit.

¤

Leon Brandt has been appointed producer's advertising-publicity representative for "The Man Who Loved Redheads," the Technicolor comedy which opens next at the Paris Theatre in New York.

¤

George Klayer has been appointed to the newly-created post of Eastern sales manager of the CBS Television Network, effective July 25. Klayer has been Midwestern sales manager of CBS Television, with headquarters in Chicago, for the past two-and-a-half years. **Sam K. Maxwell, Jr.,** account executive in the CBS Television Network sales department in New York for approximately three years, will succeed Klayer.

¤

M. A. Connett, of Connett Theatres, Newton, Miss., has purchased the Strand Theatre, Kosciusko, Miss., formerly operated by Strand Enterprises of Memphis.

TO ENLIST THEATRES IN CONTEST TO FIND WORLD LAUGH CHAMPION

In a move to find the "laugh champion of the world," the National Laugh Foundation, composed of some of the better known gag writers, will seek to enlist the nation's theatres in conducting tryouts for a "laughs Olympics." The tryouts are scheduled to be held in conjunction with the observance of the 11th annual National Laugh Week, next April 2-8.

According to George Q. Lewis of the National Laugh Foundation, the plan will work like this:

Laughing contests will be held by the theatres during the run of comedies. Contests will be run under the supervision of the National Laugh Foundation through a franchise to be given exclusively to one theatre in each city. Initial try-outs will be held in October, with semi-finals in key cities in November, and the regional finals in January. The finals are to be held in New York City where the "laugh champion of the world" is to be chosen.

The "laugh champion" may tour the country to teach people the proper way to laugh. A man, a woman and a child champion will be chosen from the contestants. Rules for applicants will be made available by the National Laugh Foundation.

Contests will be held in theatres, and winners will be chosen on the basis of clarity, ingenuity, and, of course, for hilarity.

Board of judges will be chosen in each city, with top picture names made available for regional finals and grand finals. Prizes are to be generous.

Expand ABC's Ad Dept. in New York

An expansion of the American Broadcasting Co.'s advertising, promotion and publicity services and staff in New York and Hollywood; a series of promotions to newly created positions within the department; and the addition of new personnel were announced yesterday by Gene Accas, ABC's director of advertising, promotion and publicity.

Promoted to newly created positions in this expansion of services were:

John H. Eckstein, supervisor of advertising and promotion for WABC and WABC-TV, to assistant to the director of advertising, promotion and publicity for ABC; Jack Fields, exploitation writer, to chief of the newly formed exploitation unit, and Adolph L. Seton, trade news editor, to assistant manager of publicity.

New personnel joining the ABC's advertising, promotion and publicity department in New York are:

Milton Mohr, as a member of ABC's new exploitation unit; James F. X. Mullen, as a copy writer in ABC's advertising and promotion department, and Richard E. Richman, as a member of ABC's new exploitation unit.

Gibralter to Handle 3 Monarch Films

LONDON, July 6. — William J. Gell, executive producer of Monarch Productions and chairman of the Monarch Film Corp. of Great Britain, has completed arrangements with Sam Nathanson, president of Gibralter Motion Picture Distributors, Inc., to distribute throughout U. S., South America and Canada the three Monarch productions, "Holiday Week," "The Wedding of Lillie Marlene" and "A Yank in Ermine."

Pick Jury to Judge Selznick Awards

Richard Griffith, curator of the film library of the New York Museum of Modern Art, has revealed the jurors who will select the winners of the 1955 David O. Selznick "Golden Laurel Award," the "Golden Laurel Medals" and the "Golden Laurel Trophy."

The jury for the sixth annual awards consists of Ellis Arnall, president of the Society of Independent Motion Picture Producers; Dr. Ralph J. Bunche, Under Secretary, United Nations; Gardner Cowles, president of Cowles Magazines, Inc.; Otto Harbach, president emeritus of the American Society of Composers, Authors and Publishers; Rene d'Harnoncourt, director of the Museum of Modern Art; Mrs. Franklin Delano Roosevelt; Herbert Bayard Swope, and James P. Warburg, economist, author and international relations lecturer.

It was also revealed that the scope of the awards, founded by David O. Selznick in 1949, has been expanded to include motion pictures produced anywhere in the world and by other than American producers. In past years, only films produced in Continental Europe and the United Kingdom were eligible.

The Golden Laurel trophy is also awarded annually to the individual whose contributions in the motion picture field best serve the objective of mutual understanding and good will. Previous winners of the trophy were Sir Alexander Korda and Sir Michael Balcon.

Production Drops To 31 on Coast

HOLLYWOOD, July 6.—The holiday-shortened week opened with the shooting level down to 31, over-all, on start of four pictures and completion of eight others.

Started were: "Patterns," Harris-Meyerberg (Ind.); "Last Hunt," CinemaScope-Eastman color (MGM); "Foreign Intrigue," S. J. Reynolds-Eastman color (U-A); "Benny Goodman Story," Technicolor (U-I).

Completed were: "Apache Woman," (ARC); "Inside Detroit" and "Survivors Two" (Col.); "Bombay Flight 417" (Ind.); "Tribute to a Bad Man," (MGM); "Too Late, My Love" and "Anything Goes," (Para.); "Texas Lady" (RKO-Radio).

National Pre-Selling

"AMERICAN WEEKLY's" July 10 issue has a personality story on Shirley Jones, star of Rodgers and Hammerstein's "Oklahoma," produced in Todd-AO. The story, written by Liza Wilson, tells how Shirley Jones got the coveted role although two years ago she was a fresh-faced, 19-year-old lassie from Smithton, Pennsylvania (pop. 800).

•

"Argosy" magazine will inaugurate a movie-of-the-month department in the August issue. "House of Bamboo" has been selected as the first picture for this department. The August issue will be on the newsstands July 20.

•

Florence Somers, in reviewing "The Eternal Sea" for the July issue of "Redbook," reports that the picture "gives you a sense of pride and well-being." It is the story of Admiral John Hoskins, a hero of the navy in World War II and Korea. He is the man who refused to retire from active service after he lost part of his leg in the sinking of his first carrier, the "Princeton."

•

The stars of "The Kentuckian" appeared on the full color front cover of "Pictorial Review's" June 26 issue. The cover was created by the well known caricaturist, Kapralik.

•

"Woman's Home Companion's" July issue has three motion picture ads, namely: "Seven Little Foys," "Not As a Stranger" and a picture of the month ad on "The Cobweb."

•

"Hollywood Fathers" is the title of a pictorial feature story in the July 12 issue of "Look." Full colored photos of Bob Hope, Van Johnson, William Holden, Dean Martin and Jerry Lewis, John Wayne and Dana Andrews with their children appear on four pages of this issue. Each one of these motion picture stars has a picture in release or one being readied for release.

•

Mike Todd, producer of Todd-AO "Oklahoma," is profiled in the current issue of "Saga" magazine.

•

"Lady and the Tramp," "Not As a Stranger" and "Green Magic" are reviewed in the July issue of "Seventeen."

•

"Parade's" July 3 issue had a personality story on Joan Crawford whose latest picture, UI's "Female on The Beach" is ready for theatre runs. The story appears on a two-page spread and has a number of dramatic photos of the star.

•

"You're Never Too Young," starring Martin and Lewis, has been selected as the outstanding family movie of the month for September by "Parents" magazine.

•

Hedda Hopper has written a story for the July issue of "Coronet" called "Young Men of Hollywood." The article has profiles of Tony Curtis, star of "Rawhide Years," James Dean of "East of Eden," Richard Egan of "Violent Saturday," Aldo Ray of "Battle Cry" and Jack Lemmon of "Mister Roberts."

WALTER HAAS

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To be published each Monday
in conjunction with Motion Picture Daily
commencing July 18, 1955

A QUIGLEY PUBLICATION

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 5 NEW YORK, U. S. A., FRIDAY, JULY 8, 1955 TEN CENTS

White Will Discuss Adv. Code Here

Criticism leveled at motion picture advertising by Sen. Estes Kefauver will be relayed to advertising and publicity executives here at a meeting, tentatively set for Wednesday, by Gordon White, director of the Advertising Code Administration.

The meeting of the advertising and publicity committee of the Motion Picture Association of America will be the first one to be held since the conclusion of the Kefauver hearings in Hollywood on June 17. White, who testified at the hearings regarding motion picture advertising, will give a first-hand account of the proceedings as he did on the West Coast before advertising and publicity executives there before coming East.

First Annual Conclave

EFFG Stockholders to Meet Prior to Convention of TOA

By LESTER DINOFF

The first annual stockholders meeting of Exhibitors Film Financial Group, Inc., will be held "at the end of this summer or before the annual Theatre Owners of America convention," Sam Pinanski, president of EFFG and the American Theatres Corp., stated here yesterday.

(The annual convention and trade show of the Theatre Owners of America will be held Oct. 6 through 9 at the Hotel Biltmore in Los Angeles.)



Sam Pinanski

Pinanski, who also is honorary chairman of the TOA board, said that when the first meeting of EFFG subscribers takes place, "we will know to what extent and size our activities will enfold." He revealed that 50 per cent of all exchange areas now have area chairmen who are holding exhibitor meetings seeking to secure

(*Continued on page* 11)

Doubt Mass. Censor Appeal

Special to THE DAILY

BOSTON, July 7.—The Attorney General's office has not as yet indicated any move toward an appeal to the United States Supreme Court on the decision handed down by the Massachusetts Supreme Judicial Court that the censorship of Sunday motion pictures is illegal. It appears doubtful that an appeal will be filed.

In his office, Attorney Alfred Albert, counsel for Times Film Corp., stated "the Massachusetts Supreme Judicial Court's opinion unquestionably deprives local authorities of any right to censor motion pictures in advance of showing whether for Sunday

(*Continued on page* 11)

Committee Approves Radio-TV Tax Exit

From THE DAILY Bureau

WASHINGTON, July 7.—The House Ways and Means Committee today aproved a proposal to lift the 10 per cent Federal Excise Tax from radio and television equipment used in connection with a business.

Under the committee decision, the tax would come off equipment used by film companies on location.

Involves 150 Theatres

20TH-SCHLESINGER DEAL IS FINALIZED

Provides for the Acquisition by Fox of 90% Of Outstanding Stock of the African Circuit

Special to THE DAILY

JOHANNESBURG, July 7.—Twentieth Century-Fox has acquired Schlesinger's African Theatres under a deal finalized here by 20th-Fox president Spyros P. Skouras and John Schlesinger, head of the organization bearing his name.

The deal, consummated after weeks of negotiations, provides for the purchase by 20th-Fox of 90 per cent of the outstanding stock of Schlesinger's African Circuit, a circuit of more than 150 theatres stretching from Capetown to Kenya. No purchase price was disclosed, although prior reports indicated the deal was in the neighborhood of $7,000,000.

It is understood that Schlesinger will retain his interests in the J.

(*Continued on page* 7)

Approve Wage Bill But No Extension To Cover Theatres

From THE DAILY Bureau

WASHINGTON, July 7.—The House Labor Committee approved an increase in the Federal minimum wage to $1 an hour, and as in the Senate, there was no attempt made to extend coverage to theatres or other retail and services groups.

The minimum is now 75 cents an hour. The House bill would increase it to $1 an hour for workers already covered, effective next March 1. The Senate has voted to increase it to $1 effective next Jan. 1.

A fight is expected on the House

(*Continued on page* 11)

Eisenhower Signs Anti-Trust Bill

WASHINGTON, July 7.—President Eisenhower today signed into law a bill providing a uniform four-year Federal time limit on private treble damage anti-trust suits.

The new time limit goes into effect

(*Continued on page* 11)

Rep. 26-Week Net $878,613

For the 26 weeks ended April 30 Republic Pictures Corp. and its subsidiaries reported a net profit of $1,911,613, before Federal tax provision, estimated Federal, normal and surtaxes of $1,033,000, or a net after taxes of $878,613.

For the 26 weeks ended May 1, 1954, Republic and subsidiaries reported a net profit of $1,045,393 before Federal tax provision, estimated Federal, normal and surtaxes of $565,000, or a net after taxes of $480,393.

GREEK FILM SITUATION BECOMING WORSE; SET NEW PAKISTAN PACT

An extremely difficult situation in Greece for motion picture distributors and exhibitors alike is developing, foreign managers of American film companies have been advised.

The situation, which stems back to the period immediately following the currency devaluation of April, 1953, has been growing steadily worse, with no relief from what is considered a burdensome admission tax load in sight. The problem has been further complicated, foreign managers were informed, by a rise in rents for theatres and a contemplated new hike in rents beginning next March. Motion picture theatre rents in Greece are generally in the form of a percentage on box-office receipts after taxes.

It is claimed that the new higher motion picture theatre rents, which are said to be the highest in Europe, will make it impossible for exhibitors to pay the same rentals as heretofore. Furthermore, it is claimed that a combination of lower film rentals and

(*Continued on page* 10)

Triumvirate Meets on COMPO Awards Plan

Further details of the COMPO Audience Awards program were worked out on Wednesday afternoon when the triumvirate: Samuel Pinanski, Wilbur Snaper and William C. Gehring, who represented Al Lichtman, met with COMPO special counsel Robert Coyne to hear a report on the Audience Awards meetings now being held across the nation.

Coyne revealed yesterday that a number of other COMPO projects, among them being the dues drive, were discussed.

Personal Mention

ARTHUR M. LOEW, president of Loew's International, and ORTON H. HICKS, head of 16mm. sales, will arrive in New York today from Hollywood.

•

HARRY MANDEL, RKO Theatres national director of advertising and publicity, will leave New York today with MRS. MANDEL for Lake Louise and Banff.

•

ANDY ALBECK, of the United Artists foreign department executive staff, will leave New York by plane on Sunday for Tokyo.

•

IVAN FULDAUER, M-G-M Midwestern division press representative, returned to Chicago yesterday from New York.

•

SAM PINANSKI, president of American Theatres Corp., has returned to Boston from New York.

•

P. T. DANA, Universal Pictures Eastern sales manager, will return to New York today from Pittsburgh.

•

JOE LAUREL, British comedian, will return to England from New York today aboard the "Flandre."

•

MRS. BOB HOPE and their children left New York for Europe yesterday aboard the "United States."

•

WALTER WANGER has arrived in New York from Hollywood.

•

STEWART GRANGER will return to Hollywood today from London.

•

BARBARA RUSH has arrived in New York from the Coast.

•

ROSS HUNTER, producer, will leave here today for Hollywood.

Youngstein Drive to Start Over Weekend

United Artists' Max E. Youngstein drive will kick off over the weekend with more than 500 members of UA's selling organization in the United States and Canada participating in the $50,000 prize push.

The billings and collections campaign is being co-captained by William J. Heineman, vice president in charge of distribution, and general sales manager B. G. Kranze.

Running for 25 weeks from July 10 through Dec. 31, the Youngstein "Coats Off" drive involves the company's 32 exchanges competing in three groups of equal grossing potential.

The first phase will close Aug. 20, and will be followed by two more six-week laps, climaxed by a seven-week home stretch. Prize money will be awarded at the end of each lap with grand prizes going to the three top branches and the winning division. The drive is the first to honor Youngstein since he entered the industry in 1940.

TV-Actor Pact Talks Deadlocked on Coast

HOLLYWOOD, July 7.—Negotiations between the Screen Actors Guild, the Association of Motion Picture Producers and the Alliance of Television Film Producers, for a contract covering actors, singers and announcers in television entertainment films, have run aground, according to SAG, which today filed with the Federal Mediation and Conciliation Service formal notice that the parties had "reached an impasse due to inability to arrive at agreement on basic issues." The existing pact expires on July 20th.

Pilzer Sees Shortages In Film Lab. Workers

"A great shortage of skilled personnel is forecast in the film laboratory field, in the near future, unless the industry takes some positive action to forestall it," asserts Herbert R. Pilzer, president of Circle Film Laboratories.

The demands made upon the industry by television and color films has caused such a phenomenal expansion, that it is reaching the point where existing skilled help is just about used up, Pilzer said.

Pilzer suggested that something be done on an industry basis to acquaint youngsters interested in a film career with the advantages of laboratory work. "In few other capacities is there such room for advancement and a secure future," he said.

Say O'Dwyer Seeks Pact With Clampett

HOLLYWOOD, July 7. — William J. O'Dwyer is forming a Mexican financing syndicate to finance film production in Mexico, and is now in negotiation with Robert Clampett to produce the latter's television show, "Cecil, the Seasick Sea Serpent," as a full-length cartoon-live feature picture, according to Clampett associate John R. Jacobs, Jr.

Studios Host to 400 From Abroad in '55

HOLLYWOOD, July 7.—The international committee of the Association of Motion Picture Producers today disclosed that more than 400 official representatives of 45 foreign countries visited the Hollywood studios in the first six months this year, which is nearly 200 more than the corresponding figure of a year ago.

Quarterly NT Dividend

HOLLYWOOD, July 7.—The board of directors of National Theatres, Inc., today declared a 12½-cent quarterly dividend on the outstanding common stock, payable Aug. 4th to holders of record on July 21.

Columbia Dividend

Columbia Pictures' board of directors yesterday declared a quarterly dividend of $1.06¼ per share on the $4.25 cumulative preferred stock of the company, payable on Aug. 15, to stockholders of record on Aug. 1.

Albany Musicians Oppose Toll TV

The Albany Musicians' Association, Local No. 14, A.F. of L., has passed a resolution opposing pay-to-see TV. Through the organization's president, Francis Murphy, the association stated that such a system would prove detrimental to the majority of theatres, thereby causing financial losses and unemployment; would bring about the end of the living theatre and destroy the American theatre industry in general.

Eby Will Head V.C.'s Humanitarian Award

George Hoover, international chief barker of Variety Clubs, has announced the appointment of George Eby of Pittsburgh to serve as chairman of the annual Humanitarian Award committee.

The award is made each year by a committee of over 100 newspaper editors to some prominent humanitarians. In the past, General Marshall, Sister Elizabeth Kenny, Bernard Baruch and George Washington Carver have been recipients. Last year the annual award was made to Sir Winston Churchill.

Golden Reappointed

Eby, who is associated with the John Harris interests in Pittsburgh also serves as the second assistant international chief barker. Other members of Variety who will work with him in liaison with the newspaper editors are Edward Emmanuel of Philadelphia, Jake Flax of Washington and James G. Balmer, also of Pittsburgh. Hoover also announced the reappointment of Nathan D. Golden of Washington as chairman of the international heart committee.

Levine Chairman Of '56 V.C. Meet

William J. German, chief barker of the Variety Club of New York, Tent No. 35, has announced that Martin Levine had been named chairman of the 20th annual Variety International convention, which will be held at the Hotel Waldorf Astoria early next May. Levine, an executive of Brandt Theatres, has been luncheon co-ordinator for the Variety Club of New York for the past season.

Will Be Largest, He Says

Levine predicted that next year's convention would be the largest in the 24-year history of Variety International. Tent No. 35, according to Levine, already has assurance of large delegations from all over the world.

"Committees are being organized and will be announced shortly. Program details are already in the planning stage, and the prospect of a gala schedule of events already exceeds our original expectations."

Temporary headquarters for the convention are at the offices of the Variety Club of New York, 140 West 58th Street.

Red China Imports 43 Foreign Films; 20% Above 1954

Special to THE DAILY

TOKYO, July 2 (by air mail).—Red China is importing 43 foreign pictures for 1955, 20 per cent more than in 1954, and is dubbing them in Chinese. None is from the United States.

One British film, "Pickwick Papers," and three Italian films, "There Is No Peace Under the Olive Trees," "Rome, 11 o'clock" and "Road of Hope" have been imported, while Japan has contributed one and India four. Twenty on the list are Soviet and there is one each from Poland, Czechoslovakia, Hungary, East Germany, Bulgaria, Rumania and North Korea.

Export to 50 Countries

Red China reports that in the past five and a half years it has exported a total of 60 Chinese feature films, documentaries and cartoons to the Soviet Union where they have been dubbed in Russian and other languages before distribution in the U. S. S. R. and other Iron Curtain countries. The Chinese boast film circulation in 50 countries in the world.

Theatre Attendance In Japan Off 20%

Special to THE DAILY

TOKYO, July 2 (by Air Mail).—Theatre customers in Japan for the first six months of 1955 totalled 440,000,000, a drop of 20 per cent compared with the same period of 1954, despite the fact that there are 4,600 theatres operating, 300 more than at the end of 1954. These figures are for the Japanese population and do not include the U. S. Security Forces' theatres and customers.

This means that the average person visited the picture theatres 9.4 times in 1954, just about twice the number of times as 20 years ago.

Pictures released during the first half of 1955 were estimated at 195 and at this rate will exceed the 370 released in 1954.

'Summertime' to Chi.

"Summertime," new United Artists picture, starring Katharine Hepburn and Rossano Brazzi, will have its Midwest premiere at the Loop Theatre in Chicago on July 22, it was announced by William J. Heineman, UA vice-president in charge of distribution.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"LOVE ME OR LEAVE ME"
in CINEMASCOPE and COLOR starring
DORIS DAY • JAMES CAGNEY
An M-G-M Picture
and Spectacular Stage Presentation

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Proudly Marching with the Greatest

"THE BIG PARADE" · "ALL QUIET ON THE WESTERN FRONT"
"SERGEANT YORK"

TO HELL AND BACK

IN CINEMASCOPE

PRINT BY TECHNICOLOR



Universal International

PRE-SELLING

WITH THE GREATEST CAMPAIGN IN SCREEN HISTORY . . . . . .

Personal

TV-Actor Pact Talks Deadlocked on Coast

Albany Musicians

Red China Imports 43 Foreign Films:

PRE-SELLING

NATIONAL **BILLBOARD** CAMPAIGN!

TO HELL...and BACK



The true story of America's most decorated hero, AUDIE MURPHY!

COLOR BY TECHNICOLOR Universal International IN CINEMASCOPE

DURING THE MONTH OF *August*... THIS LUMINOUS "DAY-GLO" 24 SHEET WILL BILLBOARD THE NATION FROM COAST-TO-COAST...BLANKETING 42 MARKETS...400 COMMUNITIES WITH A POPULATION OF 30,218,000 AND WILL BE SEEN MORE THAN 448,000,000 TIMES!

PRE-SELLING

NATIONAL MAGAZINE CAMPAIGN!

DOUBLE-TRUCK COLOR AD in LOOK...

FULL-PAGE COLOR AD in LIFE...

plus ADS IN LEADING SERVICE AND VETERANS' PUBLICATIONS REPRESENTING A READERSHIP OF MORE THAN 55,000,000

TO HELL AND BACK



IN CINEMASCOPE

PRINT BY TECHNICOLOR

THE EXCITING TRUE-LIFE STORY OF

AMERICA'S MOST DECORATED HERO,

DIRECTED BY JESSE HIBBS · WRITTEN FOR THE SCREEN BY GIL DOUD · PRODUCED BY AARON ROSENBERG

STARRING **AUDIE MURPHY**

with MARSHALL THOMPSON · CHARLES DRAKE · GREGG PALMER

PRE-SELLING

THE FIRST *National* SPOT-TELEVISION CAMPAIGN IN THE INDUSTRY

Virtually Every TV SET in the nation will pre-sell "TO HELL AND BACK" during July, August and September...on 67 STATIONS from coast-to-coast!



Pre-selling Power the Universal way!

Universal International

LITHO IN U.S.A.

People

Shirley Yamaguchi, star of 20th Century-Fox's "House of Bamboo," will be guest of honor at a cocktail party next Thursday at New York's Japan Trade Center. The party springboards a national promotional campaign launched by the Metasco dinnerware firm in connection with the national release of "House of Bamboo."

□

Pat McGrath, secretary to producer **Lindsley Parsons,** is expected to return to her studio office next week after having suffered head injuries in a fall.

□

Kenneth V. Cooper became director of public relations and advertising at Associated Screen News, Toronto, on July 1. In addition, Cooper will assume management of Associated's theatre trailer sales division.

□

George Klayer has been named to the newly-created post of Eastern sales manager of CBS Television, effective July 25. **Sam K. Maxwell, Jr.,** has been promoted to Midwestern sales manager, succeeding Klayer.

□

P. Robert (Bob) Meinhard, manager of the amateur still products advertising division of the Eastman Kodak Co., has retired after almost 35 years of service with the Kodak company. In retirement, the Meinhards plan to make their home somewhere in Arizona or New Mexico.

□

David Broekman has been engaged by producer **Ben Gradus** as music director of the new production "Crowded Paradise," the story of New York's Puerto Ricans, starring Hume Cronyn and Nancy Kelly. Broekman will both compose and conduct the score for the picture.

□

Robert E. Kessler has been appointed general manufacturing manager for the Technical Products Division of Allen B. Du Mont Laboratories, Inc.

□

Al Dillinger has again joined the staff of Reeves Sound Studios as a sound mixer after an absence of nearly eight years. During his absence from the Reeves Studios he was with the U.S. Army Signal Corps as colonel in charge of the studio division at Astoria, L.I.

□

Henry Balk, for the past seven years a film salesman with Allied Artists' Los Angeles exchange, has resigned, effective today, to join the Gridley Real Estate Co., San Francisco.

□

John A. Roth, formerly account executive at Kenyon & Eckhardt, Inc., has joined Roy S. Durstine, Inc., in a similar capacity.

'Court Martial' Set

The American premiere engagement of "Court Martial," new British film starring David Niven and Margaret Leighton, has been set for July 16 at the Exeter Theatre in Boston.

Fox-Schlesinger Deal Closed

(*Continued from page* 1)

Arthur Rank Organization under the agreement, details of which have not been disclosed as yet. Prior to the deal, Schlesinger's African Theatres had a 50 per cent interest in Odeon Cinema Holding, the controlling company of the Rank Group. On the other hand, the Rank Group had a 25 per cent interest in African Theatres. The terms under which Schlesinger retained his interest in the Rank Group are not known at this point.

Schlesinger, commenting on the deal, said the sell-out was caused by the growth of his organization, leading to the possible neglect of other than theatre responsibilities. His organization includes insurance companies, citrus groves, hotel chains, restaurants and amusement parks.

Canada Deal Reported

In connection with Schlesinger retaining his British Rank interests, it is reported that a Schlesinger organization project with Canadian insurance interests is involved.

The negotiations, which have been going on here for the past three weeks, were preceded by preliminary talks by 20th-Fox treasurer Don Henderson, weeks before Skouras' departure from New York for South Africa. Talks also took place in the U. S., when Schlesinger joined Skouras in New York and on the Coast. Present at the climax of the deal for 20th-Fox, in addition to Skouras and Henderson, was Otto Koegel, general counsel.

The acquisition of Schlesinger's South African theatres will bring 20th-Fox's foreign theatre holdings to more than 630 theatres, the greatest number of which are in Great Britain, Australia and now, under the present deal, in South Africa.

The inter-Continental deal, watched closely by J. Arthur Rank, stimulated Rank's announcement in London that the controlling voting power in Rank's motion picture and theatre empire has been vested in a company which insures its continuance in British hands in the event of Rank's death.

Other Product to Be Played

While the deal assures 20th-Fox of an outlet for its CinemaScope pictures in the South African market, as desired by the company, public assurances have been given by 20th-Fox that it will play the product of other companies, in addition to native African features.

It is understood that the agreement with African Theatres also contains a number of reciprocal arrangements, one calling for the production of CinemaScope features here by 20th Century-Fox.

It is reported, as part of the deal, that 20th-Fox plans to continue the operation of Schlesinger's legitimate stage theatres. In addition, 20th-Fox plans to establish a Fox Movietone base here.

Skouras, who is scheduled to address the National Conference of Christians and Jews in Brussels, July 13, plans to leave here for Belgium on Sunday.

Propose Increased Social Security Tax

WASHINGTON, July 7.—Social Security tax rates would be increased next Jan. 1, under a decision of the House Ways and Means Committee. The rate would go up one-half of one per cent each for employers and workers, and three-fourths of one per cent for self-employed people.

The committee's action came in connection with a bill to liberalize Social Security benefits to reduce the retirement age for women to 62 and to provide benefits for totally and permanently disabled workers over 50.

Under present law, a worker and his employer each pay 2 per cent on the first $4,200 of the worker's annual earnings. The present law increases the rate to 2½ per cent on Jan. 1, 1960, and another one-half of one per cent each five years until it reaches a top of 4 per cent each on Jan. 1, 1975. The Ways and Means Committee bill would boost the tax to 2½ per cent each on Jan. 1, 1956, to 3 per cent on Jan. 1, 1960, and then another one-half of one per cent each five years to a top of 4½ per cent on Jan. 1, 1975.

For self-employed persons, such as theatre owners, the rate is now 3 per cent on the first $4,200 of earnings. It goes up to 3¾ per cent on Jan. 1, 1960, and increases another three-fourths of one per cent each five years to a top rate of 6 per cent on and after Jan. 1, 1975. Under the Ways and Means Committee decision, it would go to 3¾ per cent on Jan. 1, 1956, to 4½ per cent on Jan. 1, 1960, and another three-fourths of one per cent each five years until it reaches a top of 6¾ per cent on and after Jan. 1, 1975.

Legion Lifts Ban on Upstate Drive-in

BUFFALO, July 7.—The Legion of Decency in the Catholic Diocese of Buffalo will lift its ban tomorrow against the Twin Drive-in Theatre, Cheektowaga, where the Legion-condemned "Son of Sinbad" was withdrawn last week, two days before the time stipulated in its contract, the Very Rev. Msgr. Edward S. Schwegler, Legion diocesan director, announced.

The Legion originally asked practical Catholics to remain away from the theatre for six months. In announcing lifting of the ban, Msgr. Schwegler pointed out that the theatre owner regretted he had run the picture and said he was not fully aware of the Legion's objections to the film.

Shea Managers in First of 3 Meetings

sylvania, Ohio and New York towns met here today in the first of three regional meetings to be held by Ger-

PITTSBURGH, July 7.—Managers of Shea theatres in several Pennald Shea, president. A second meeting will be held next Thursday in Newark. O. P. T. Dana, Eastern sales manager of Universal Pictures, addressed today's meeting. Jack Abrose, Warner Brothers district manager in Cincinnati, will address next week's sessions.

At today's meeting, it was announced that Joseph S. Scanlan, city manager in Zanesville, would be transferred to the management of the Fulton Theatre in Pittsburgh, and that Dale Tysinger, of Ashtabula, would be shifted to Zanesville.

Complete Corporate Setup of AM-PAR, AB-PT's Disk Firm

The corporate organization of AM-PAR Record Corp., new phonograph record subsidiary of American Broadcasting-Paramount Theatres, Inc., has been completed with the election yesterday by the board of directors of Samuel H. Clark as president. Harry Levine was elected vice-president; Simon B. Siegel, treasurer; Edith Schaeffer, secretary, and Harry J. Wright, assistant treasurer.

Leonard H. Goldenson, Robert H. O'Brien and Siegel, respectively president, vice-president and treasurer of AB-PT, are directors of the new company along with Clark and Levine.

Additional officers of AM-PAR Record Corp. will be announced as the company progresses into its business of recording, manufacturing and distributing phonograph records of all three speeds, the company said.

SEC Reports Stock Tradings for May

WASHINGTON, July 7.—Spyros Skouras bought 4,240 shares of 20th Century-Fox common stock during May, boosting his holdings to an even 10,000 shares, according to the latest report of the Securities and Exchange Commission on trading by film company officials.

The report showed that Louis Joffe had bought 400 shares of RKO Theatres Corp. common and Harold E. Newcomb had bought 800 shares, for total holdings of 800 and 1,900 shares, respectively.

Elmer C. Rhoden was reported to have bought 500 shares of National Theatres common, boosting his holdings to 24,800 shares in his own name and 10,225 shares through holding companies. A. M. Ahlskog bought 100 shares of National Theatres, his total holdings.

Abraham Montague was listed as having sold 400 shares of Columbia Pictures Corp. common, dropping his holding to 10,338 shares. Jerry Wald showed purchases of 1,400 shares in 1953 and sales of 1,141 shares in December, 1954, and January and February, 1955, leaving 409 shares at the end of February.
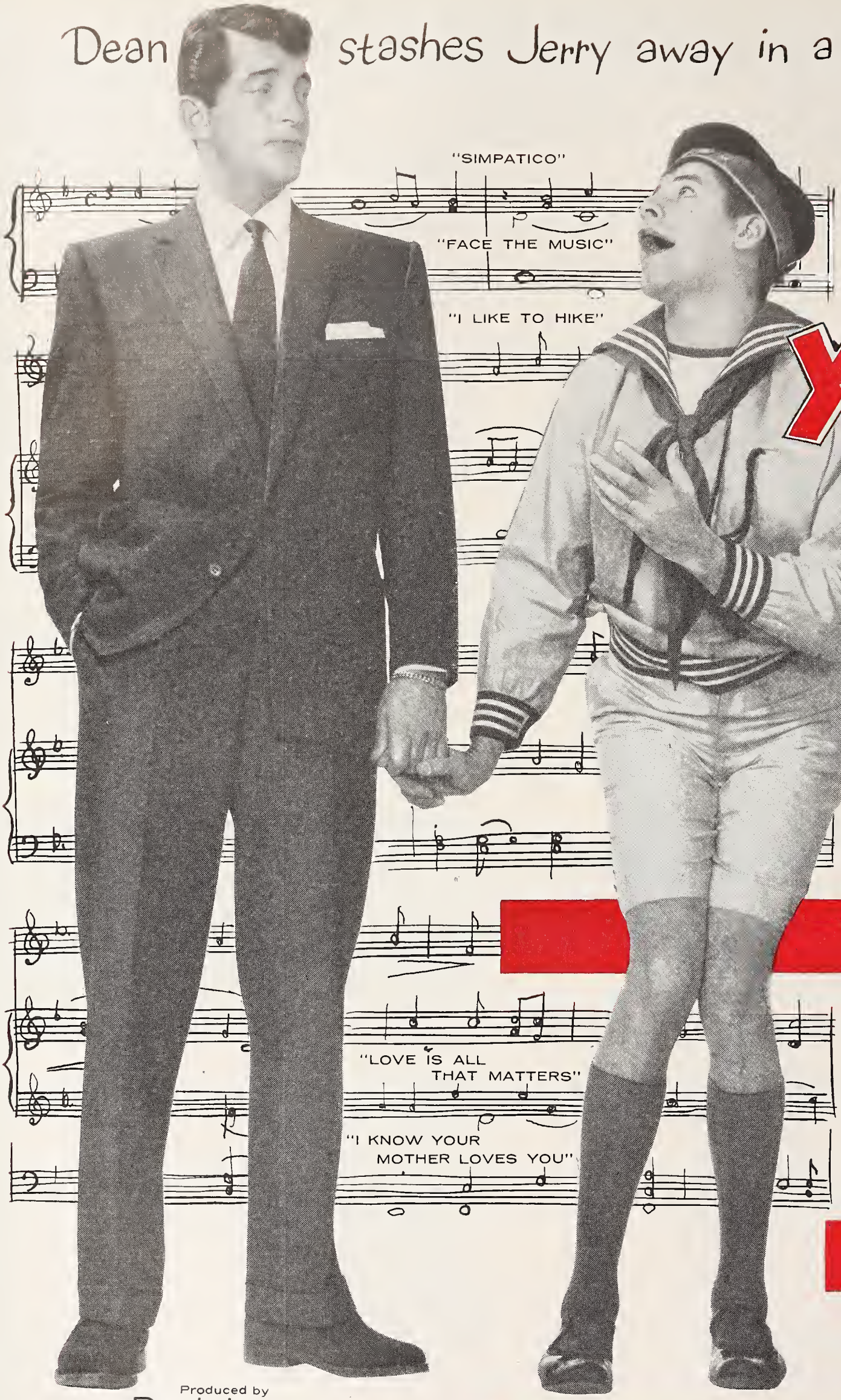
Extra Prints of Films Ease Houston Hassle

DALLAS, July 7.—A print shortage situation resulting from the opening by Columbia of an exchange in Houston, and the forthcoming opening of an office there by 20th Century-Fox, has been eased by an agreement with distributors in Dallas to furnish three or four additional prints on each film being shipped out of this city for Houston and points South.

The situation was caused by the fact that one of the film carrier lines operating out of here for Houston withdrew one of its trucks, feeling that the opening of the two Houston exchanges would decrease its revenue. This caused a tieup of prints for an extra day, and in some cases two days, for the theatres involved. Dallas branch managers, at the request of Texas Council of Motion Picture Organizations, immediately met with Gordon White, head of the trucking company, and agreed upon the temporary measure calling for the extra prints.

Dean stashes Jerry away in a girls' school to

THEIR



YOU'RE

"Sock boxoffice

"Strongly

"Destined to be

"Exhibitors

"Hilarious musical from produce

Produced by
Paul Jones
Directed by
Norman Taurog
Screenplay by
Sidney Sheldon
Suggested by a Play by Edward Childs Carpenter
from a Story by Fannie Kilbourne
Songs—Music by Arthur Schwartz
Lyrics by Sammy Cahn • A Paramount Release

Paramount Pictures

SUPER-SOLD—AND READY

hide him from a mad killer in—

BIGGEST MONEY-SHOW!

DEAN MARTIN and JERRY LEWIS in NEVER TOO YOUNG

COLOR BY TECHNICOLOR



VISTAVISION
MOTION PICTURE HIGH-FIDELITY

CO-STARRING
DIANA LYNN
NINA FOCH
WITH
RAYMOND BURR

heir funniest!" —Variety

oxoffice! Audiences will have a grand time." —M. P. Herald

"Promises to equal the boxoffice success of 'Living It Up'!" —Hollywood Reporter

igh grosser. Fantastically funny." —Film Daily

an go all the way in guaranteeing hilarious fun." —M. P. Daily

nd director of 'Living It Up'!" —Boxoffice

TO JOIN THOSE HOT SUMMER HITS FROM PARAMOUNT

Greece

(Continued from page 1)

the absence of any substantial relief in taxes on admissions, will cut deeply into the foreign producers' percentage royalty earnings, to the point of causing them to lose interest in the Greek market.

The Union of Film Importers and Distributors in Greece has suggested to the Motion Picture Export Association, it was learned, that if no other satisfactory arrangement can be made, operations in Greece be suspended until the government can be induced to lower admission taxes and readjust theatre rents on a more reasonable basis. American films occupy 60 per cent of the playing time on Greek screens, it was estimated.

Meanwhile a proposed new one-year pact with Pakistan, providing for no quota restrictions on American film imports, will be submitted for approval shortly to the Motion Picture Export Association, it was learned here yesterday.

Previous Provisions Repeated

The pact, probably to be taken up at Tuesday's scheduled MPEA board meet, renews the previous film agreement and carries the following provisions:

All blocked earnings for 1954-55, in excess of the 850,000 rupees previously transferred, to be remitted in full;

An increase in the remittance ceiling for 1955-56 to 1,200,000 rupees, with transfer on a first come first served basis, and subsequent consideration to transfer any balance in excess of that amount.

In reference to remittances, the proposed agreement states that the remittable balance of earnings for the period July 1, 1954, to June 30, 1955, including dividends due parent companies may now be remitted in full and not be limited to 850,000 rupees, as previously. The projected new agreement will be retroactive to July 1, 1955.

Johnston Approves of U.S. Cultural Bill

WASHINGTON, July 7.—Motion Picture Association president Eric Johnston has enthusiastically endorsed a pending bill to expand Federal programs encouraging artistic development.

Letters from the MPAA official were put in the record of a House Labor subcommittee hearing on a bill by Rep. Thompson (D., N. J.).

The Thompson Bill would make permanent the present cultural interchange program under which leading U. S. shows and artists are sent to foreign countries, provide Federal financial aid to states to develop cultural programs, set up a Federal Advisory Commission on the arts, provide for special awards for outstanding artistic achievement, and reduce the Federal Admission Tax from 10 per cent to 5 per cent for legitimate theatre, concerts, ballet and other "cultural" entertainment.

The MPAA is listed as one of the sponsors of the Thompson Bill.

'Pharaohs' July 29

"Land of the Pharaohs," Warner Bros.' drama, will open on July 29 at New York's Mayfair Theatre.

HOLLYWOOD . . *on the march*

BY SAMUEL D. BERNS

THE $64,000 question is: "Who's going to the movies Tuesday night?"

☆ ☆ ☆

Before the "Not As a Stranger" openings last week, Stanley Kramer talked about the policy of "planning for grosses." Reports on the film's record-breaking first weeks around the country has him breathing easier on predictions of $10 milion gross.

☆ ☆ ☆

Mike Todd moves over to RKO's Gower Street lot to film "Around the World in 80 Days" in Todd-AO (natch). But has no releasing plans set for the David Niven-Cantinflas starrer.

☆ ☆ ☆

Phil Wasman received the first draft of the screenplay on "The Cunning and the Haunted" from novelist Richard Jessup, which he will produce after he puts Jack Palance in "Pistolero" on film in September.

☆ ☆ ☆

Danny Kaye and Bing Crosby are heading the special "CARE" committee to help get America's surplus goods to hungry kids abroad.

☆ ☆ ☆

No other business can make this statement: 300 film personalities have given their time and talent to 319 separate charitable and governmental organizations since the beginning of the year, reports George Murphy, head of the Hollywood Coordinating Committee.

☆ ☆ ☆

Gregory Peck is the most likely prospect for Mervyn Leroy's "Toward the Unknown," now in preparation at Warners.

☆ ☆ ☆

Stanley Cortez is in Hawaii using his camera eye to scout colorful locations for Paul Gregory's (and William Goldman's) "The Naked and the Dead."

☆ ☆ ☆

Remember when gagsters used the line "Saw a picture last week without Don Ameche?" Same could happen to Jimmy Stewart with his string of hits. And he'll finish two more before the end of the year.

☆ ☆ ☆

20th's Cinemascope short, "The Living Swamp," is a pictorial prize. Doesn't theatreman Walter Reade, Jr., own a piece of the film?

☆ ☆ ☆

George Gobel starts his film career at Paramount on Monday in "The Lady Eve."

☆ ☆ ☆

"Moby Dick" will get in under the wire for Christmas week engagements to qualify for Academy pickers.

☆ ☆ ☆

Exhibitors have a chance to get behind the "new faces" campaign now being launched by the studios. Two major releases with completely unknown casts are on the way: the Mike Curtiz production of "The Scarlet Hour" for Paramount and Columbia's "Night That Holds Terror."

☆ ☆ ☆

We'd like to make book that C. B. DeMille will make two more important films after "The Ten Commandments" before he hangs up his megaphone.

☆ ☆ ☆

"Lady and the Tramp" could be billed as the first 4-D picture: "Disney's Delightful Doggie Drama."

☆ ☆ ☆

Bob Hope will definitely take off for a European vacation after his tub thumping for "Seven Little Foys" in more than 20 cities. He'll need it. Looks like Bob has launched a new career for himself with this type of family film.

☆ ☆ ☆

BERNS' BROWSINGS: It was a case of "seein' is believin'" when we witnessed the sensational demonstration of video tape recording, one of the Bing Crosby Enterprises. . . . Just imagine electronic impulses on half-inch width tape being able to play back or erase sound and photographic action immediately . . . in color, yet! . . . Richard Widmark is the first of three stars to be signed by producer Harry Tatelman for United Artists' "Run for the Sun," which will be released as a Jane Russell-Bob Waterfield (Russ-Field) production.

Pre-Censorship Plea By Ohio Governor; Signs Obscenity Bill

Special to THE DAILY

COLUMBUS, O., July 7.—The Ohio legislature "erred grievously" in failing to approve a prior censorship law, said Governor Lausche today as he signed into law a bill to outlaw obscene motion pictures and comic books.

The chief executive said the arguments of censorship opponents that the proposed law was unconstitutional are "plain balderdash." He said "expert constitutional lawyers helped to prepare the bill and did so with complete knowledge of requirements laid down by the U.S. Supreme Court." He said he hopes the legislature will reconsider its failure and adopt a pre-censorship law.

Sees Present Law 'Some Help'

Governor Lausche declared the comic book-obscene movie law will be "of some help in curbing the evil influence these have on morals but will accomplish little compared to the good which would have been achieved through prior censorship and adoption of an adequate and constitutional law."

"The producers and exhibitors," he said, "have used the comic book bill as a means of impressing the public that something of a substantially constructive nature has been done to meet this social problem. The fact, however, is that it is mainly through pre-censorship of movies that the wrong can be adequately dealt with. It is my opinion that the legislature erred grievously in failing to pass a prior censorship bill."

Atty.-Gen. Praises AA's 'Phenix City'

Special to THE DAILY

PHENIX CITY, Ala., July 7. — Allied Artists' "The Phenix City Story" is "a motion picture that will strike a powerful blow against crime and corruption in every city in the U. S.," according to John Patterson, attorney general of Alabama.

Patterson referred to the picture, which depicts the brutal murder of his father, as "a powerful object lesson for all America."

The film will open at the Georgia Theatre, Columbus, Ga., the Palace Theatre and the Phenix City Drive-in on July 19 with all of the proceeds from the world premieres going into a fund to continue the fight to keep this city free of crime and vice. Final premiere plans are now being arranged with committee members and E. D. Martin, Roy Martin and Carl Patrick of the Martin Theatres circuit.

"The picture directly shows what organized crime can do to a city when the citizens allow the gangs to take over," the attorney general stated. "It shows the price these people have to pay when they fight to throw off the yoke of gangsterism and organized crime.

"This film does a great service for the people of Alabama because it impresses upon them—probably as no other medium could—what happens when gamblers and gangsters first ease in and eventually take over a whole society. 'The Phenix City Story' is a tribute to the motion picture industry because it points out a strong moral lesson.

Will Start Todd-AO Projector Equipment Selling in 60 Days

Todd-AO will start selling its projection equipment within the next 60 days, according to Douglas Netter, who took over the post of sales manager here this week. Netter said that the equipment which will be used at the Rivoli Theatre to launch "Oklahoma!" will be shipped from Buffalo shortly and that the picture will open in the early fall.

Netter estimated that approximately 25 theatres will be equipped for Todd-AO 70mm. projection by the end of the year. He said that the projection heads were being manufactured by the Phillips company of Holland and that the delivery schedule would fill the needs. Other projection parts are being manufactured by American Optical Co.

Bob Hope Hailed on Promotional Tour

Bob Hope is continuing his promotional tour on behalf of "The Seven Little Foys" with unprecedented success, Paramount reports. Visits this week in Atlanta, Cincinnati and Pittsburgh brought out vast crowds of greeters as the comedian appeared in public. Theatres opening the VistaVision film in conjunction with stage appearances by Hope did S.R.O. business, it was said.

When he arrived in Atlanta Tuesday, Hope was greeted by thousands, including Mayor William B. Hartsfield. Newsreel coverage for NBC-TV was used on the Dave Garroway "Today" show. Some 60 representatives of press, radio and TV attended a luncheon honoring Hope at the Biltmore Hotel. While in Atlanta, Hope taped 12 radio interviews for six stations, did three live TV shows and three filmed interviews. The overflow audience at the Fox Theatre witnessed the presentation of a gold "Foys" derby to the mayor by Hope.

Interviews in Cincinnati

During an hour-and-a-half layover in Cincinnati en route to Pittsburgh, the comedian held interviews at a luncheon with reporters and drama critics. Upon his arrival in Pittsburgh, 1,500 fans were on hand at the airport to greet him. Mayor Lawrence received the gold "Foys" derby at a Variety Club cocktail party for the press, radio and television representatives, and the picture was previewed at the Stanley Theatre to capacity audiences.

Memphis CIO Goes Anti-Pay-to-See

The Memphis CIO Council has passed a resolution opposing authorization by the FCC of a pay-to-see TV system. "Working people would be the hardest hit by pay-to-see TV," the resolution stated, "inasmuch as thousands of Memphis people purchased their TV sets with the knowledge that the only future expense would be maintenance of that set, and that all television programs would be free."

The resolution contended that, although the sponsors of pay-TV argue that better programs would result through the billions of dollars that would be collected, the improvement, if any, wouldn't compensate for the additional expense.

EFFG Stockholders to Meet

(Continued from page 1)

more interest in the future of EFFG.

The EFFG executive said that subscriptions to the "self-serving financial group" since its launching nine months ago exceeded his greatest expectations. Pinanski, however, revealed that he was disappointed at the response to EFFG during this past June "but June business for exhibitors was one of the worst periods ever seen in the history of the industry."

The motion picture industry, Pinanski declared, is not following the practice of other American industries in expanding to meet the basic supply and demand. "Our industry is going in the opposite direction because the producers-distributors are substracting the output of product while seeking greater revenue," Pinanski declared. "The product shortage has never been worse. The distributors are unwilling to believe what box office figures show and continue to look at their own balance sheets rather than the economic picture of our industry.

"Other industries realize the need for the policy of expansion—to provide more product, etc., in order to continue our way of life and compete at the same time with the rest of the world. Exhibition cannot get a steady supply of films to maintain a steady business momentum, thereby resulting in many peaks and valleys."

Pinanski continued by stating that "the launching of Exhibitors Film Financial Group, Inc., nine months ago is a prophesy of what will occur in the industry.

"A self-servicing financial group within the motion picture industry is highly needed, and that is EFFG, which should develop into a $100,000,000 vehicle for all facets of our industry to use."

Sees No Federal Bar

The ATC president, in reply to a question concerning the entry of divorced circuits into EFFG, said he was of the opinion that "the Department of Justice will see its way clear to allow divorced circuits to become stockholders in EFFG within bounds of the decree."

Pinanski concluded by commenting on the recent meetings between the joint TOA-Allied States Association and the distribution companies. "The meetings proved that we all could work together. We sat down around a table, got a better reception from the distributors and got results."

Eisenhower

(Continued from page 1)

six months from today. Hitherto, the time limit has been set by state law, and has varied greatly from state to state.

The president also approved a bill boosting from $5,000 to $50,000 the maximum fine that can be levied as penalty under the Sherman Anti-Trust Act.

'Arabesques' at Astor

"Arabesques," first of a series of CinemaScope shorts produced by Transatlantic Productions, is now showing at the Astor Theatre here as an appetizer to the theatre's feature, "Summertime."

The film shows the famous stallions of the Spanish Riding School of Vienna. It was produced and directed by Eugen Sharin.

Mass. Censor Bill

(Continued from page 1)

or weekdays. Exhibitors, however, should be on the alert lest the state Legislature or local authorities attempt to pass new legislation adverse to the right to show motion pictures without prior censorship."

Boxer to Sydney

Walter Boxer, who joined the United Artists foreign department in New York early this year as a trainee for an eventual foreign post, has been assigned to the company's headquarters in Sydney, Australia, for a period of field training, it was announced by Louis Lober, general manager of UA's foreign department. Boxer will attend the company's Far Eastern convention, which begins on July 18 in Tokyo before heading for his new post in Sydney.

Wage Bill

(Continued from page 1)

floor to hold the increase to the 90-cents-an-hour figure requested by the President. That lost in the House committee today on a 15-15 tie vote.

President Eisenhower had suggested that Congress consider extending coverage to interstate circuits and other retail groups, but both the Senate and House committees have now decided to put off this question until next year or later.

Offer Pension Fund In Lab. Contract

The establishment of a pension fund at the rate of $4 per week or 10 cents per hour is the highlight of the film laboratories' offer to Local 702 which is negotiating for a new contract covering workers at the film printing and processing plants here, according to Joseph E. McMahon, secretary of Republic Pictures Corp., and chairman of the management negotiating committee.

The laboratories' package deal, which also includes a 12½ cents per hour increase, will be put to the membership of Local 702 on Sunday for approval or disapproval, McMahon stated yesterday.

The committee chairman said that Local 702 is seeking a general 20 per cent increase, and other benefits which include three weeks of vacation for the laboratory workers. He said that the establishment of a pension fund is a "step forward" for the laboratory workers as a welfare fund was put into being two years ago.

Among the laboratories involved in the negotiations with Local 702 are Consolidated, De Luxe, Pathe, Warner Brothers, Paramount, Movie Lab, Precision, Duart, Mecca, Mercury and Guffanti.

Set 'Redheads'

"The Man Who Loved Redheads," a Technicolor comedy by Terence Rattigan, will have its New York premiere on July 18 at the Paris Theatre.

'Foxfire' Bows at Globe

Universal International's "Foxfire" will have its New York premiere at the Globe Theatre here on July 13.



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MOTION PICTURE DAILY'S BOOKING CHART

ALLIED ARTISTS

(July Releases)

WICHITA
(Color)
Joel McCrea
Vera Miles
0-81 min.
(Rel. 7/3/55)
(Rev. 6/27)
CS

SPY CHASERS
Leo Gorcey
Huntz Hall
D-61 min.
(rel. 7/24/55)

BETRAYED WDMEN
Carole Mathews
Beverly Michaels
Peggy Knudsen
Tom Drake
D-64
(Rel. 7/17/55)

(Aug. Releases)

THE WARRIDRS
(Color)
Errol Flynn
Joanne Dru
Peter Finch
Yvonne Furneaux
85 min.
(Rel. 8/7/55)
CS

THE PHENIX CITY STDRY
Richard Kiley
John McIntyre
Kathryn Grant
Lenka Peterson
85 min.
(Rel. 8/21/55

COLUMBIA

(July Releases)

IT CAME FRDM BENEATH THE SEA
Kenneth Tobey
Faith Domergue
Donald Curtis
80 min.
(Rev. 6/24)

CHICAGD SYNDICATE
Dennis D'Keefe
Abbe Lane
Paul Stewart
Xavier Cugat
86 min.
(Rev. 6/17/55)

CREATURE WITH THE ATDM BRAIN
Richard Denning
Angela Stevens
70 min.
(6/24)

M-G-M

(July Releases)

INTERRUPTED MELDDY
(Color)
Glenn Ford
Eleanor Parker
D-106
(Rev. 3/28/55)
CS

THE CDBWEB
(Color)
Lauren Bacall
Charles Boyer
(Rev. 6/7/55)
CS

(Aug. Releases)

THE KING'S THIEF
(Color)
Edmond Purdom
Anne Blyth
David Niven
78 min.
(Rel. 8/5/55)
CS

THE SCARLET CDAT
(Color)
Cornel Wilde
Michael Wilding
George Sanders
Anne Francis
(Rev. 6/21)
(Rel. 8/19/55)
CS

PARA.

(July Releases)

THE SEVEN LITTLE FDYS
(Color)
Bob Hope
Linda Bennett
C-93
(Rev. 5/26/55)
VV

STRATEGIC AIR CDMMAND
(Color)
James Stewart
June Allyson
Frank Lovejoy
D-110
(Rev. 3/31/55)
VV

(Aug. Releases)

WE'RE ND ANGELS
(Color)
Humphrey Bogart
Aldo Ray
Peter Ustinov
Joan Bennett
103 min.
(Rev. 6/13)
VV & PS

YDU'RE NEVER TDD YDUNG
(Color)
Dean Martin
Jerry Lewis
Diana Lynn
C-104
(Rev. 6/15)
VV & PS

REPUBLIC

(July Releases)

DEADLINE ALLEY
Rod Cameron
Julie Bishop
D

MAGIC FIRE
(Color)
Yvonne De Carlo
Carlos Thompson
D

JAGUAR
Sabu
Chiquita
D

MYSTERY DF THE BLACK JUNGLE
Lex Barker
O

(Aug. Releases)

THE LAST CDMMAND
(Color)
Sterling Hayden
Anna Maria Alberghetti
Richard Carlson
(Rel. 8/3)

TWINKLE IN GDD'S EYE
Mickey Rooney
Coleen Gray
Hugh O'Brien
(Rel. 8/10)

THE DIVIDED HEART
Cornel Borschers
Yvonne Mitchell
Arman Dahlen
(Rel. 8/11)

FLAME DF THE ISLAND
(Color)
Yvonne DeCarlo
Zachary Scott
Howard Duff
(Rel. 8/19)

SECRET VENTURE
Kent Taylor
Jane Hylton
(Rel. 8/26)

RKO

(July Releases)

PEARL DF THE SDUTH PACIFIC
(Color)
Virginia Mayo
Dennis Morgan
(Rev. 7/5)
D-85 min.
SS

(Aug. Releases)

BEN GAZI
Richard Conti
Victor McLoughlin
Mala Powers
Richard Carlson
SS

20TH-FOX

(July Releases)

HDUSE DF BAMBDO
(Color)
Robert Stack
Robert Ryan
(Rev. 7/1)
D-103
CS

HDW TO BE VERY VERY PDPULAR
(Color)
Betty Grable
Sheree North
C
CS

LIFE IN THE BALANCE
Ricardo Montalban
Anne Bancroft
D-74 min.

THE LIVING SWAMP
Documentary

(Aug. Releases)

THE VIRGIN QUEEN
(Color)
Bette Davis
Richard Todd
Joan Collins
CS

LDVE IS A MANY SPLENDDRED THING
(Color)
William Holden
Jennifer Jones
CS

THE LEFT HAND DF GDD
(Color)
Humphrey Bogart
Gene Tierney
Lee J. Cobb
CS

UNITED ARTISTS

(July Releases)

NDT AS A STRANGER
Robert Mitchum
Dlivia de Havilland
Frank Sinatra
Gloria Grahame
Broderick Crawford
Charles Bickford
D-135 min.
(Rev. 6/15)

THE MAN WHD LDVED REDHEADS
(Color)
Moira Shearer
John Justin
Roland Culver
89 min.

SHADDW DF THE EAGLE
Richard Greene
Valentina Cortesa
93 min.

UNIV.-INT'L

(July Releases)

FDXFIRE
(Color)
Jane Russell
Jeff Chandler
Dan Duryea
92 min.
(Rev. 6/14)

AIN'T MISBEHAVIN'
(Color)
Rory Calhoun
Piper Laurie
Jack Carson
81 min.
(Rev. 5/25/55)

THE PURPLE MASK
(Color)
Tony Curtis
Coleen Miller
Jean Barry
82 min.
(Rev. 5/31/55)

(Aug. Releases)

DNE DESIRE
(Color)
Anne Baxter
Rock Hudson
Julie Adams
94 min.
(Rev. 7/5)

PRIVATE WAR OF MAJDR BENSDN
(Color)
Charleton Heston
Julie Adams
C-105
(Rev. 5/27)

FRANCIS IN THE NAVY
Donald D'Connor
Martha Hyer
C-80
(Rev. 6/27)

WARNERS

MISTER RDBERTS
(Color)
Henry Fonda
James Cagney
C-123
(Rev. 5/24/55)
(Rel. 7/2/55)
CS

LAND DF THE PHARADHS
(Color)
Jack Hawkins
Joan Collins
D-112
(Rel. 7/2/55)
(Rev. 6/21)
CS

THE DAM BUSTERS
(Brit.)
Richard Todd
Michael Redgrave
D-101
(Rel. 7/16/55)
(Rev. 6/24)

(Aug. Releases)

PETE KELLY'S BLUES
(Color)
Jack Webb
Peggy Lee
Janet Leigh
Edmond D'Brien
Ella FitzGerald
CS

OTHERS

LIPPERT

(July Releases)

THE LONESDME TRAIL
Wayne Morris
John Agar
Marcia Dean
Edgar Buchanan
73 min.

(Aug. Releases)

SIMBA
(Color)
Dirk Bogarde

BUENA VISTA

(July Releases)

LADY AND THE TRAMP
(Color)
C-75 min.
(Rev. 4/20/55)

(Aug. Releases)

THE AFRICAN LIDN
(Color)
Documentary

D. C. A.

(Aug. Releases)

I AM A CAMERA
Julie Harris
Shelley Winters
Laurence Harvey
98 min.

Keys: SYSTEM: CS—CinemaScope; VV—VistaVision; SA—SuperScope (anamorphic print); 3D—two prints; 3D(1)—single strip.

SOUND: Ss—Four track magnetic stereophonic sound; Ss(2)—Separate stereophonic sound print; Ps—Perspecta optical directional sound; Ms—single track magnetic sound; Os—standard optical sound.

Letters denote the following: (D) Drama; (M) Musical; (C) Comedy; (O) Outdoor action; Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 6 NEW YORK, U.S.A., MONDAY, JULY 11, 1955 TEN CENTS

Wide Coverage

International Standards on July Schedule

Stockholm Group to Hold Pre-SMPTE Board Meet

Plans to map international standards in areas ranging from film dimensions to screen luminance will get under way here shortly at a meeting of the American delegation to the recently concluded Stockholm session of the Committee on Cinematography of the International Standards Organization.

The meeting of American delegates is expected to take place the latter part of this month, probably before the July 28 board session of the Society of Motion Picture and Television Engineers.

American delegates who are expected to attend the meeting include D. R. White, of DuPont; M. E. Russell, of Eastman-Kodak; Allen Stimson, of General Electric, and M. G. Townsley,

(*Continued on page* 4)

Schine Shuts Buffalo Film Booking Office

BUFFALO, July 10. — After 20 years of operation here, the Schine Theatres, Inc., film buying-booking office in the Crosby Building, closed yesterday.

Chris Hope, who has been manager here for the past five years, will go to the company's home office in Gloversville, as buyer-booker for both the Buffalo and Albany zones. This

(*Continued on page* 4)

Deadline for Audience Awards Ballots Is Extended One Week—To Next Monday

The deadline for exhibitors to submit their ballots for the Audience Awards has been extended one week to July 18, it was reported at the weekend from the Coast by Elmer Rhoden, chairman of the project. The final day for the receipt of the ballots by Price Waterhouse & Co. previously had been today.

It was pointed out that many exhibitors who wanted to enter their ballots but had not received them necessitated the extension of the deadline. However, it was stressed that the ballots could be obtained from any National Screen Service office.

Robert Coyne, special counsel for the Council of Motion Picture Organizations, emphasized that the July 18 date was the limit on which the ballots could be accepted by Price Waterhouse, and not the date by which they can be mailed.

Wolf Named Altec Sales Manager

Marty Wolf, assistant sales manager of Altec Service Corp., has been appointed sales manager of the company, it was announced by H. M. Bessey, executive vice-president. Wolf takes the post vacated by resignation of L. D. Netter, Jr., who is now a vice-president of Todd-AO.



Marty Wolf

The new Altec sales manager, who will direct the sales activities of the company's six division offices and numerous branches throughout the United States, has had a long association with ERPI (Electrical Research Products, Inc.) and its successor, Altec Service Corp., in various capacities.

Wolf joined ERPI in 1928. Following the formation of Altec in 1937, he was assigned to sales activities, and

(*Continued on page* 4)

I. B. Adelman, Asking $2,436,000, Awarded $20,000 in Houston

Special to THE DAILY

HOUSTON, July 10. — A verdict of $20,000 in favor of I. B. Adelman, Houston theatre operator, against eight major distributors and Interstate Theatres was returned in Federal District Court here on Friday following two days of deliberations. Under the triple damages clause of the Sherman Anti-Trust Act this would represent a $60,000 award. The court set Aug. 22 as the date for a

(*Continued on page* 4)

'MGM Parade' on TV Over ABC Sept. 14

From THE DAILY Bureau

HOLLYWOOD, July 10—Loew's will launch its "M-G-M Parade" on the American Broadcasting Co. television network on Sept. 14, it was determined at a meeting here of Loew's and ABC officials. The show will fol-

(*Continued on page* 4)

Satisfaction Voiced

See Further Allied-TOA Cooperation

Joint Efforts Already Have Achieved Results

Further cooperation between Allied States and Theatre Owners of America, especially on the trade practice front, appears assured as work on reports to the respective organizations on the film company conferences goes ahead.

Both Allied and TOA officials here at the weekend indicated their strong belief that the joint Allied-TOA Committee, functioning only a short time, already has achieved some measure of success. They raised the question of how much greater will be the accomplishments following a longer period of the two national exhibition organizations working together.

Concrete results flowing from the individual company conferences already are being enjoyed by many smaller theatres, they maintained. Acknowledging that there still is much

(*Continued on page* 5)

Myers to Testify On Damages Bill

From THE DAILY Bureau

WASHINGTON, July 10.—Abram F. Myers, general counsel of Allied States Association, is slated to testify before a House Judiciary Subcommittee tomorrow in opposition to a proposed discretionary damages bill.

He'll be one of several witnesses to be heard tomorrow. Adolph Schimel of the Motion Picture Association will be heard in support of the bill on Wednesday.

Advisory Committee Reports on Overlapping Taxes

Recommends Only Local Levies

From THE DAILY Bureau

WASHINGTON, July 10.—A special advisory committee of the Commission on Intergovernmental Relations recommended that the Federal and state governments give up the admission tax to local government use or at least allow local admission taxes to be credited against the state or Federal tax.

The report of the advisory committee has just been made public. The Commission, set up by the President and Congress to study problems between the Federal and state and local governments, submitted its report and went out of business June 30. The Commission's report ducked the subject of the admissions tax and merely declared that there was no pat solution to the problem of overlapping Federal, state and local taxes.

The Commission had special study groups on various subjects, however, and one of these groups dealt with the problems of local government. It was headed by Sam H. Jones, former governor of Louisiana, and its members included the mayors of Kansas City, Kalamazoo, Bismarck, Cleveland Heights, San Francisco, and Keokuk, the commissioner of Milwaukee County, the president of the National Association of County Officials and public opinion pollster George H. Gallup.

On the subject of taxes, the group declared that the Federal government should stay out of the retail sales tax field because that is so widely used by state governments.

Moreover, the group said, "the admissions and amusements taxes can be administered by local government as

(*Continued on page* 4)

Drive-In Presents 7-Feature Program

Special to THE DAILY

ATLANTA, July 10.—As an experiment, the Valley Drive-in at West Point, Ga., presented seven features on an all-night program. The show started at 7 p.m. and finished at 5 a.m. There were 500 cars present at the opening; 32 remained for the final fadeout. Concession sales amounted to 92 per cent of the ticket sales. The features were provided by Allied Artists Southern Exchanges.

Personal Mention

MILTON R. RACKMIL, president of Universal Pictures, left here over the weekend for London.

•

EDMUND C. DEBERRY, Paramount branch manager in Buffalo, and HERBERT GILLIS, manager of the Cincinnati office, will arrive in New York this morning from their respective territories.

•

ANNE SCHWARTZ, 20th Century-Fox fan magazine publicity contact, has announced her engagement to ARTHUR TOFT, of the William H. Weintraub Advertising Agency.

•

JAMES E. PERKINS, executive vice-president of Paramount International, left New York on Friday for London, from where he will continue to the Far East.

•

JEROME PICKMAN, Paramount vice-president in charge of advertising-publicity, is scheduled to return to New York today from Italy.

•

RAY MURRAY, of the Columbia Pictures exploitation department, left at the weekend for San Antonio and other cities of Texas.

•

WILLIAM HOLDEN and DEBORAH KERR will arrive in New York today and will leave here tomorrow for the Virgin Islands.

•

HUGH OWEN, Paramount distribution vice-president, will return to New York today from Charlotte and Atlanta.

•

CHARLES COHEN, 20th Century-Fox associate advertising manager, is in Portland, Me., from New York.

•

CHARLES FRANKE, Paramount trade press contact, has left New York for a vacation at East Hampton, L. I.

•

JACK LEWIS, RKO Radio salesman in Cleveland, was married there to PEGGY HOLIDAY.

File $2,400,000 Pa. Trust Suit

LEWISBURG, Pa., July 10.—Buckley Amusement Enterprises has filed a $2,400,000 anti-trust suit against the eight major distributors and American Broadcasting-Paramount Theatres in the Middle District Federal Court here.

Buckley Amusement, operating theatres in Mount Carmel, Shamokin and Mahanoy City, in its suit contended that it has been relegated to an inferior position in comparison to allegedly favored theatres.

Advance 'Redheads'

New York premiere at the Paris Theatre of "The Man Who Loved Redheads," the new Technicolor comedy by Terence Rattigan, has been moved forward one week to July 25 from July 18.

U.A. in New Pact With Bel-Air for 18 Productions

From THE DAILY Bureau

HOLLYWOOD, July 10.—A new production agreement providing for 18 feature pictures within the next two years has been concluded with Bel-Air Productions, headed by Aubrey Schenck and Howard W. Koch, it was announced by United Artists, which will release the program, 10 of which will be in color.

The first of the productions under the new schedule is "Three Bad Sisters," starring Marla English, Kathleen Hughes and Sara Shane, with Jess Barker, which will go before the cameras tomorrow. Next on the Bel-Air production program will be "Frontier Scout," starring singing star Tony Martin in his first straight-dramatic role. Further productions on the schedule will be announced in the near future.

Five Films Now in Release

Five films from Bel-Air Productions, corporate name of the Schenck-Koch company, are currently in release through United Artists: "Beachhead," starring Tony Curtis, Frank Lovejoy, and Mary Murphy; "The Yellow Tomahawk," starring Peggie Castle and Rory Calhoun; "Shield For Murder," starring Edmond O'Brien, with Marla English; "Big House, U.S.A.," starring Broderick Crawford and Ralph Meeker, and "War Paint," starring Robert Stack.

Two more Bel-Air films are soon to be released by United Artists: "Desert Sand," a Superscope Technicolor drama starring Ralph Meeker, Marla English, and J. Carrol Naish, and "Fort Yuma," a Technicolor adventure drama starring Peter Graves.

The Schenck-Koch organization will be expanded to meet the needs of the increased program, with new appointments to be announced within the next few weeks, it was said.

New WB Managers In Charlotte, Atlanta

Ben Kalmenson, Warner Bros. vice-president in charge of distribution, over the weekend announced the promotion of Grover Livingston from branch manager in Charlotte to branch manager of the company's Atlanta exchange replacing C. T. Jordan, Jr. resigned.

Kalmenson also announced the promotion of John W. Kirby from local sales manager in Charlotte to the post of branch manager of that exchange. Both promotions take effect today.

Jaakobs Signs Oxton

Charles Oxton, author of the Christopher's television series and technical advisor on "Come to the Stable," has signed with Ned Jaakobs-Trio-Film to write the screenplay of his first feature film to be produced in Holland. The story will be an adaptation from the life of Cantor Rosenblatt, recently published book. Jaakobs will leave for Holland in a few weeks to make studio arrangements. An American star and director will also be signed up later.

Harbor Screening of 'To Hell and Back'

Highlighted by a military review and reception in honor of Audie Murphy, America's most decorated war hero, Universal-International and First Army headquarters will play host today at a special invitational screening of "To Hell and Back," U-I's CinemaScope and Technicolor film production, at the Post Theatre at Fort Jay on Governors Island in New York harbor.

Some 400 exhibitors, press, magazine, television, radio representatives and high military officials are scheduled to attend the invitational showing of "To Hell and Back" which will climax the advance promotional activity in New York by Murphy, whose autobiography provides the basis for the film production.

Among those who have accepted invitations are Lt. General T. W. Herren, Commanding General of the First Army; Major General W. H. Colbern, his executive officer, Brigadier General C. F. Sams and Brig. General R. C. Cooper; Col. R. F. Carlson, Deputy Chief of Staff and all the top officers of Governors Island. Executives of all the major circuits in New York including Loew's, RKO, Century, American Broadcasting-Paramount Theatres, Brandt Theatres and leading independent exhibitors have also accepted invitations and will join the editors of the national magazines, syndicates, newspapers and television and radio personalities attending.

UA Billings in UK Up 20 Per Cent

LONDON, July 10.—United Artists billings in Great Britain during the first five months of 1955 increased roughly 20 per cent or £122,678 over the comparable 1954 period, according to a report prepared here on the billings of member companies.

The film company's billing in Italy during the first half of 1955 totaled 359,172,013 lira, as compared to the 1954 January to July billings total of 387,595,413 lira, the report revealed.

During the first five months of this year in Great Britain, UA billings reached a high of £712,057 while the 1954 figure for the January to June period was £589,379.

King Bros.-RKO In 3-Film Deal

HOLLYWOOD, July 10—King Bros. has completed negotiations with J. R. Grainger, president of RKO Radio Pictures, Inc., for distribution by RKO of its next three productions. The three films are "The Two-Headed Spy," to be filmed in Berlin and London; "The Seven Lanterns of Japan," to be photographed in Japan, and "The Syndicate," to be shot in Hollywood. Writers are currently working on all three properties.

"Carnival Story," the King Bros. production distributed by RKO, has grossed approximately $3,000,000 in the United States and Canada, Grainger said.

News Roundup

Aids Jimmy Fund

The chiefs of police in Massachusetts, at their annual meeting in Cohasset, made a collection among themselves and raised $289 to start off the annual Jimmy Fund drive, project of the New England Variety Club tent.

■

To Watch 'Patterns'

A junket to Brooklyn for the press has been arranged by Norton & Condon on Wednesday for the purpose of watching some scenes being shot for "Patterns," which is being made at the Warner Brothers Studio in Dodgertown. The picture, for United Artists release, stars Van Heflin, Ed Begley, Beatrice Straight and Everett Sloane.

■

Dubs 'Passion'

International Dubbing & Recording Co., headed by Michael Hoffman, has completed the English dubbing of "Passion and Faith." Distribution negotiations, through International, will begin shortly. Picture stars Philip Dorn and Olga Tchechowa.

■

Acquire Loew's House

The 2,000-seat Loew's Victory Theatre in the Bronx has been taken over on a long-term lease by W & G Operating Corp., headed by Morris Goldman and Martin Wurtzberger: Berk & Krumgold, theatre brokers, handled the deal.

■

'Eden' in New Zealand

"Garden of Eden," Eastman color feature, has been approved for general exhibition by the Appeal Board in New Zealand, as announced by Walter Bilbo, president of Excelsior Pictures Corp. Distribution has been turned over to Kerridge Odeon, Auckland.

■

R-TV Sales Gain

Retail sales of television receivers and radios increased in May from the level of April, the Radio-Electronics-Television Manufacturers Association reported. The association also noted that sales of both products during the first five months of this year were above the number of units sold in the similar 1954 period.

■

'Cinerama' Draws Londoners

"This Is Cinerama" has been viewed by over half a million patrons since it opened at the London Casino in October, 1954. Manager Pat Spellman greeted the 500,000 and 500,001 customers and informed the lucky couple that they were to be given a free trip to Paris as guests of Cinerama.

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There's a difference when you travel in the Mainliner manner!

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Standards

(*Continued from page* 1)

of Bell & Howell, in addition to Boyce Nemeck, of the SMPTE, who attended the Stockholm session as the international secretary.

The group, all of whom attended the Stockholm session which concluded on June 16, will review the work done there and outline the work still to be done. An indication of the scope and magnitude of the job faced by the group, working in conjunction with foreign technicians, is offered by the titles of the permanent committees.

Committees have been set up in the following areas: wide screen standards, film dimensions, screen luminance, reproduction characteristics of magnetic sound, film image areas, safety film definitions and markings, and location and dimensions of magnetic tracks.

These permanent committees, it was explained, have been set up for an approximate three-year period, or they can discontinue functioning before the three years are up if work on a particular area has been completed. The three-year period marks the estimated time before the next meeting of the Committee on Cinematography of the International Standards Organization.

Schine-Buffalo

(*Continued from page* 1)

post will cover all Schine theatres in the state. Heretofore, Pope took in houses west of Syracuse.

Harry Goldsmith, a predecessor in the Buffalo office, now is district manager for Schine operations in Buffalo, Lockport, Rochester and Salamanca. His office is in Lockport, at the Palace Theatre.

57 Mobile Units Acquired by TNT

Completion of delivery of 57 large-screen projection units last week has been announced by Nathan L. Halpern, president of Theatre Network Television, Inc. All will be available for leasing to exhibitors for the Marciano-Moore heavyweight championship fight at Madison Square Garden on Sept. 20.

Designed and built by General Precision Laboratories at a cost of $500,000, the units will help form the largest closed-circuit network ever assembled for a championship fight, the 13th in T.N.T.'s history, according to Halpern. The bulk of the units are already distributed in 41 cities.

All units are mobile, and capable of economical temporary installation in theatres, Halpern said. None has ever had a breakdown, and all have worked beautifully, he stated.

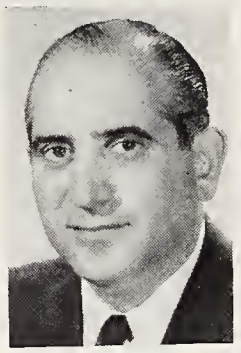
Delivery of the last units will meet the heavy demand expected from exhibitors to show a fight which, it is predicted, will draw close to a $2,000,000 gate between the box office at the Yankee Stadium and the closed-circuit network.

The purchase gives T.N.T. an exclusive on all existing General Precision mobile closed-circuit projectors for large theatre use, Halpern said. T.N.T. now has 27 of the "PB 600's," as they are known, each capable of throwing an image on a screen up to 50 by 65 feet. The remaining 36 are "PB 610's," for small theatre, auditoriums, and hotel use. Maximum screen for these is 15 by 20 feet.

HOLLYWOOD . . on the march

BY SAMUEL D. BERNS

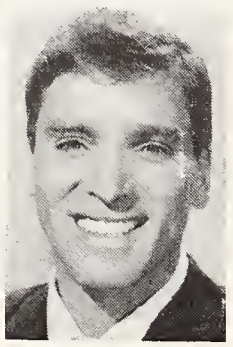
IT LOOKS as if this town has "location fever" with picture folks scattered all over the globe. William Holden is in San Juan, P. R., emoting for Seaton and Perlberg in "The Proud and the Profane." This is his third film this year. Thomas Gomez is flying to Paris to join the cast of "Trapeze," a United Artists release. Tony Owen is in East Africa, scouting locations for "The Mark of the Leopard," which will star his wife, Donna Reed. Stanley Kramer will be shooting "The Pride and the Passion" entirely in Spain. Producer Charles Schneer is just back from Washington on a location hunt for Columbia's "The Attack of the Flying Saucers." Delmer Daves found some wonderful spots in Wyoming for the CinemaScopic "Jubal Troop." And Edmund Grainger is taking over the whole town of Silverton, Colo., for "Great Day in the Morning."



Samuel D. Berns

☆ ☆ ☆

Burt Lancaster may be in competition with himself at Oscar time. He'll be drawing votes for his work in Hal Wallis' "The Rose Tattoo," while his own company's production of "Marty" will be stealing them for Ernest Borgnine.



Burt Lancaster

☆ ☆ ☆

Keefe Brasselle gets into action immediately in Brynie Foy's "Battle Stations" as a tough member of an aircraft carrier's crew. Keefe recently finished a co-starring role in Columbia's Technicolor musical, "Bring Your Smile," and is climbing into the big leagues as an important player.

☆ ☆ ☆

Mark Stevens has moved his production headquarters to the American National Studios.

☆ ☆ ☆

Paul Mantz will test a replica of Lindbergh's famous plane, "The Spirit of St. Louis," at Santa Ana airport this week. The plane will be used by Leland Hayward, Billy Wilder and James Stewart in filming the life story of Charles A. Lindbergh.

☆ ☆ ☆

Anthony Mann, who directed many of the recent Jimmy Stewart pictures, has set up his own independent production company to take care of the time between films for Warner Brothers and Columbia.

☆ ☆ ☆

Marcia Dean, just back from England where she co-starred with Brian Donlevy in "Shock," will fly back to New York to appear opposite Raymond Massey in the first of Guild Films' new TV series, "I Spy." William Berke will be directing.

☆ ☆ ☆

Jerry Fairbanks has acquired a large tract of property at a building in the heart of Hollywood—1330 Vine St.—which will be converted into a motion picture studio.

☆ ☆ ☆

Good Listening: Paul Sawtell and Johnnie Mann have written a commercial ballad, "Texas Lady," to help sell the title of Holt-Rosen's RKO picture starring Claudette Colbert and Barry Sullivan.

☆ ☆ ☆

Joel McCrea, accompanied by John C. Flinn, Allied Artists director of advertising and publicity, will leave by plane today for Wichita, Kans., to attend the world premiere of the CinemaScope production of "Wichita," in which McCrea stars, at the Miller Theatre on Wednesday. Following the premiere, Flinn will go to Chicago for the world premiere at the Woods Theatre there of "The Phenix City Story," a Samuel Bischoff-David Diamond production, on July 19. Simultaneously, the film will be premiered at the Palace Theatre and the Phenix City Drive-In, Phenix City, Ala., and the Georgian, Columbus, Ga. After the premiere in Chicago, Flinn will go to New York for conferences with Martin S. Davis, eastern advertising and publicity manager, and Harry Goldstein, exploiteer in charge of eastern field activity. Flinn will be away two weeks.

Marty Wolf

(*Continued from page* 1)

became credit manager of the company's Philadelphia branch office in 1941. Transferred to New York, he served as branch manager for several years. In 1948, he was appointed sales representative of Altec's eastern division, and in 1952 was transferred to the company's New York headquarters office, to join his sales activities with those of Netter. He has been assistant sales manager of Altec since 1952.

Local Levies

(*Continued from page* 1)

effectively as they can by either the national or state governments. Furthermore, since the local costs of servicing places of entertainment and amusement are high, the national government is urged either to abandon the tax on admission or allow credit for local admissions taxes against the Federal levy."

The success of this plan, the study group noted, is "further dependent on state enabling acts in some states and the withdrawal of other states from this revenue source."

'MGM' Parade

(*Continued from page* 1)

low Walt Disney's "Disneyland" on the network.

Les Peterson has been named executive producer of the show and George Murphy will serve as host. Thomas Luskin will be the network coordinator at the studio.

Final details as to format were worked out at the sessions here which were conducted by Arthur Loew, president of Loew's International. Attending also were E. J. Mannix, Charles Reagan, Howard Dietz, Orton Hicks, Howard Strickling and Dan Terrell for M-G-M, and Robert Weitman, Ernest Stern and Stanton Kramer for ABC.

Adelman Suit

(*Continued from page* 1)

hearing on the matter of equitable relief. Adelman's demand for $2,436,000 represented triple damages on $500,000 for alleged forced sale of his Houston theatre and $312,000 because of a conspiracy to deny him first run product.

The defendants, in addition to Interstate Theatres, were 20th Century-Fox, RKO Radio, Paramount, Warner Brothers, Loew's, Inc., Columbia, United Artists and Universal.

'Stranger' Grosses Up In Small Towns

United Artists' "Not As a Stranger" is chalking record grosses in initial small-town engagements across the country, it was announced here by William J. Heineman, UA vice-president in charge of distribution.

The Stanley Kramer production grossed $987 in one day at the Gateway in Kenosha, Wis.; $1,174 first day at the Bay in Green Bay; $2,291 on opening day at the Orpheum in Madison; $997 on opening day at the Viking in Appleton, Wisc.; $22,041 first week at the Strand Theatre, Wildwood, N. J., and $1,190 on opening day at the State Theatre, Rockford, Ill.

In the THEATRE Equipment *& Refreshment* World . . .

. . . *with RAY GALLO*

A NEW snack bar unit combining a drink dispenser with a popcorn machine has been added to its line of theatre refreshment service equipment by Manley, Inc., of Kansas City, Mo. (Incidentally, in an item about Manley's "Vistapop" machine a couple of weeks ago, this manufacturer, long famous for its corn popping equipment, was identified, through some lapse of procedure, with Chicago. Most readers, we trust, are too familiar with this company not to have recognized the error.) The new snack bar is called the "Manley Coliseum Model." The drink unit is a two-faucet model of the company's "Ice-O-Bar" dispenser and has a capacity of 1,000 drinks. The popcorn machine has an Aristocrat cascade kettle and an elevator warmer capable of holding 72 popcorn cartons of the 1½-ounce size. It is available with either a 12 or 16-ounce kettle.

•

RCA has sold complete sound and projection systems to 12 of the nation's newest "king-size" drive-in theatres which opened this year or are in final construction stages, according to a report by A. J. Platt, manager, Theatre Equipment Sales, Engineering Products Division, RCA. The drive-ins have parking capacities ranging from 1000 to 2500 automobiles. They include the Newark, Newark, N. J. (2500-cars); Timonium, Towson, Md. (2500); Meadows, Hartford, Conn. (2100); Big Sky, Chula Vista, Calif. (1800); Roosevelt, Jersey City, N. J. (1700); Circle, Moorestown, N. J. (1600); Queens Chapel, West Ryattsville, Md. (1500); New Milwaukee (1500); Union, Union, N. J. (1200); Circle-25, Lexington, Ky. (1000); In-Town Auto theatre, Whitehall, Ohio (1000); and Sherwood, Dayton, Ohio (1000).

•

Also for refreshment service is a new spice coating for frankfurters-on-sticks marketed by National Industries, Inc., Wallace, N. C. It is called the "Dixie Hot Dog Mix," and is made in powdered form and prepared by simply adding water. The mix has a corn meal base, blended with spice flavors, and comes packed in 5-pound bags. This company also manufactures snow ball machines; cotton candy equipment, deep fat fryers and ice grinders and a complete line of supplies for such equipment.

•

National Theatre Supply has just issued a new brochure on its line of selenium type rectifiers for use with high intensity projection arc lamps. The fully metallic, heavy-duty equipment is manufactured in a full range of sizes to handle from 50- to 180-ampere, single- or three-phase supply. Copies of the brochure may be secured at any NTS branch.

Allied and TOA Cooperating

(*Continued from page* 1)

to be done and that it will take time before many of the promises made by distribution executives at the home office are executed in the field, the exhibition leaders expressed satisfaction at the almost concluded series of conferences. The joint committee will meet with United Artists officials tomorrow morning, the last in the series.

It is acknowledged that there may be areas in which Allied and TOA might find themselves at opposite ends of the pole on such an issue as the Allied proposal to seek Federal regulation of film rentals. Yet, at the same time, it is pointed out that there is a wide area of mutual interest, an area which can be fruitfully harvested by TOA and Allied teamwork.

A concrete tip-off on the outlines of future TOA-Allied cooperation should be offered by Allied's Emergency Defense Committee report to the Allied States Association board meeting in Washington, July 20-21. The EDC, members of which are members of the joint exhibition committee, will meet in Washington prior to the board meeting, probably on July 19.

Ben Cohn on Global Tour for Universal

Ben M. Cohn, assistant foreign manager of Universal International Films, overseas distributors of Universal - International Pictures, will leave here tomorrow for a week's stay at the U-I Studio prior to departing on a six-week business tour, during which he will visit key cities around the world.

Included in Cohn's itinerary are stopovers in Japan, Hong Kong, Formosa, Philippines, Singapore, Indonesia, Thailand, Burma, India, Pakistan, Egypt, Rome, Paris and London. He will return at the end of August.

Godbout Is Shifted To Coast by 'Times'

Oscar Godbout, of the "New York Times" motion picture department staff, has been transferred from the New York office to work under Tom Pryor in Hollywood. Godbout will report both on films and television production, with emphasis on TV.

Roxy Tie-in with P.A.L.

At 11:30 A. M. today the Roxy Theatre here will join with the Police Athletic League in a "Lady and the Tramp" pet show for boys and girls from five to 13 at the Kilpatrick Youth Center. The 150 young entrants will bring their pets for judging. Prizes will be awarded by Deputy Commissioner James B. Nolan, president of PAL; Roxy house manager William L. Miller, Charles Levy, director of advertising for Walt Disney, and Nick Allyson, of Youth Center.

TOA Board to Meet Prior to Convention

Pertinent industry problems and the exhibitor organization's future relationships with distribution and Allied States Association will be thoroughly discussed at the Theatre Owners of America board of directors meeting on Oct. 5, one day before the start of the annual TOA convention at the Biltmore Hotel in Los Angeles.

Among those expected to attend the board meeting are E. D. Martin, president; Walter Reade, Jr., chairman of the board; Samuel Pinanski, honorary chairman; vice-presidents, A. Julian Brylawski, Roy Cooper, George Kerasotes, Pat McGee, Myron Blank, Albert Pickus, I. J. Rosenfield, John Rowley; secretary, Robert R. Livingston; treasurer, S. H. Fabian; Mitchell Wolfson, chairman of the finance committee, and general counsel Herman M. Levy.

TOA headquarters here reported that new theatre products, new screen techniques and processes will be the highlights of the trade show which will be held in conjunction with the annual four-day meeting of the theatre group. It was reported that over 100 registrations for the Oct. 6-9 convention have already been received.

Fellerman to Coast For Product Survey

Max Fellerman, executive vice-president of Lopert Films, will leave via American Airlines tomorrow for his semi-annual visit to Hollywood. He will be accompanied by Mrs. Fellerman and their daughter, Joan, a June graduate of Cornell University.

While in the film capital, Fellerman will view new product from all the distributing companies for the coming season for the Broadway theatres, the Astor and Victoria, and the Lopert houses in Washington and Chicago.

Fellerman will also view demonstrations of the latest projection developments including CineMiracle.

People

Art Young, Paramount head booker in Cleveland since 1941, is retiring at the end of this month after completing 50 years in the motion picture business. Young started in 1905 in Rochester with the Pittsburgh Calcium Light Co. which later merged with General Film Co. He subsequently served with Victor Film Service in Buffalo and Universal and in 1930 was transferred to Cleveland. In 1941 he resigned to join Paramount. A testimonial is being arranged for July 25 by Leonard Mishkind, Joe Rembrandt, Jimmy Kalafat and Sam Schultz. Young and his wife will live in Florida.

□

Roy Nicaud has resigned his position as branch manager of Howco Film, Atlanta, and will return to his home in New Orleans.

□

Jack Hynes of the Paramount Theatre, Youngstown, Ohio, was awarded the prize for theatre promotion, a check for $150, at the Shea Theatres regional meeting in Erie last week.

□

Bill Murray, booker for 20th Century-Fox, Atlanta, has resigned to return to his home in Memphis.

□

Carlene Kessler, former cashier with the Pekin Drive-in Theatre, Pekin, Ill., has joined the booking department at Allied Artists Southern exchange, Atlanta.

□

Walter Walker, sales representative with Columbia Pictures, Atlanta, has resigned and transferred to Buena Vista.

□

Bernard Goffin is the new manager of the Whitney Theatre, New Haven.

THE WISE BUY TODAY is the NEW Raytone HILUX JR. Screen!

The HILUX JR. is Raytone's new economy-priced, high quality screen for all-purpose projection. It is a heavyweight, seamless metallic surface with fully improved side-lighting at the lowest price ever. For larger installations, regular Raytone HILUX means perfect projection up to 80 feet in width! See your regular dealer NOW for prompt delivery.



RAYTONE Screen Corp. 165 Clermont Ave., Brooklyn 5, N. Y.
MIDWEST: Raytone Screen Corp., 401 West St. Charles Rd., Lombard, Ill.

From 20th... **In the tradition of "Pinky"**

Date it now for August!

She was Han Suyin, the fascinating Eurasian...
He was Mark Elliot, the American correspondent...



This is the true story of their forbidden romance as Han Suyin herself tells it... sweeping aside 5000 years of tradition in the most enchanted love-making the screen has seen in a long time!



"It's a pleasure to do business with 20th!"

The price they pay when they come out of their secret garden and face the world in modern-day Hong Kong—makes this one of the screen's unforgettable experiences.

20th Century-Fox captures all the beauty and rapture of Han Suyin's true best-seller.

William Holden · Jennifer Jones

Love is a Many-Splendored Thing

with TORIN THATCHER

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PRODUCED BY BUDDY ADLER · DIRECTED BY HENRY KING · SCREEN PLAY BY JOHN PATRICK

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 7 NEW YORK, U.S.A., TUESDAY, JULY 12, 1955 TEN CENTS

To Appeal Adelman Anti-Trust Verdict

Special to THE DAILY

HOUSTON, July 11.—Attorneys for the Interstate Circuit and the major film companies announced that they will appeal the jury verdict returned here, awarding I. B. Adelman, owner of the Delman Theatre, $20,000 in his multi-million dollar suit.

Federal Judge Lamar Cecil ordered a hearing for Aug. 22 in Beaumont on the exhibitor's plea for an injunction against current film distribution practices.

Expect Ruling On Tax Status Of Films to TV

From THE DAILY Bureau

WASHINGTON, July 11.—Spokesman for the Internal Revenue Service said it was expected to issue a ruling within the next month on the tax treatment of one particular sale of old films to television.

They said the ruling would cover only the facts in this particular case, and that whether the same ruling

(*Continued on page* 5)

Set 22 EFFG Area Heads

Special to THE DAILY

BOSTON, July 11.—Twenty-two exhibitors in 16 exchange areas have been named as area chairmen in a drive to secure more subscriptions to Exhibitors Film Financial Group, Inc., it was announced here today by Samuel Pinanski, EFFG president.

The area chairmen, more of whom will be named shortly in other exchange areas, will hold exhibitor meetings and explain EFFG's proposed activities before the first stockholders' meeting, which will be held before the annual Theatre Owners of America convention this Fall.

(The TOA convention will be held Oct. 6-9 at the Hotel Biltmore in Los Angeles.)

The exhibitors named as EFFG

(*Continued on page* 5)

Sidney Lust Dies; Industry Leader

From THE DAILY Bureau

WASHINGTON, July 11.—Funeral services were held today for Sidney Lust, director of the Theatre Owners of America and veteran Washington exhibitor.

Lust, who died unexpectedly of a heart attack on Saturday, would have been 71 yesterday. When he died, he

(*Continued on page* 6)

Testifies at House Hearing

Myers Says Distributors Should 'Mend Their Ways'

By J. A. OTTEN

WASHINGTON, July 11. — Abram F. Myers, general counsel of Allied States Association, told Congress that if film distributors want relief from exhibitor anti-trust suits they should "mend their ways," rather than ask Congress to cut down their potential liability under such suits.



Abram Myers

Myers testified before a House Judiciary subcommittee in opposition to a distributor-backed bill to permit Federal judges to award less than treble damages in private anti-trust suits. At present, treble damages are mandatory in all cases. The bill before the subcommittee would still require treble damages, however, if a violation were "willful."

Adolph Schimel of the Motion Picture Association is scheduled to testify before the subcommittee Wednesday in support of the bill. Since Congress hopes to adjourn at the end of July, the bill would have to move extremely quickly and smoothly to get anywhere this year, and this is doubtful in view of the known opposition of subcommittee chairman Celler (D., N. Y.). However, even if it's not acted on this year, it would remain alive for action next year.

"The best way for the film com-

(*Continued on page* 7)

EDC's 1-Week Deadline

DEMANDS MAJORS' 'PLEDGES' BE MET

Allied's Berger Decries "Promises," Asks for "Action" Prior to EDC Meeting Next Wed.

Special to THE DAILY

MINNEAPOLIS—Major motion picture distributors have a week to make good on oral commitments to Allied States' Emergency Defense Committee, Benjamin N. Berger, EDC chairman, said here today.



Ben Berger

"So far we've had a lot of promises and not much action from the major film companies," Berger said. "We want those promises implemented by the time we meet in Washington July 20 or we'll have to start planning along another direction."

Conceding that the planned adjournment of Congress by the end of the month bars introduction of regulatory legislation this year, Berger said that

(*Continued on page* 5)

Mass. Exhibitors Warned on Booking 'Doubtful' Films

Special to THE DAILY

BOSTON, July 11. — Cautioning Massachusetts exhibitors against buying doubtful films from film peddlers who are flooding the local mails with announcements of their product since the Supreme Judicial Court declared the prior censorship of Sunday films unconstitutional, Edward Lider, president of Independent Exhibitors, Inc., of New England said, "The decision of the Supreme Judicial Court does not mean that exhibitors can show films contrary to the public welfare or those which are immoral or obscene. A city has the right to stop the exhibition of any motion picture classed as indecent. This is a proper exercise of the so-called police power by the government to protect the wel-

(*Continued on page* 6)

Select 'Kentuckian,' 'Thief' for Venice

Paramount's "To Catch a Thief" and United Artists' "The Kentuckian" have been nominated as American entries of the Motion Picture Export Association in the International Film Festival in Venice, Italy, it was announced here yesterday. The global festival begins in Venice on Aug. 25.

The two American films were se-

(*Continued on page* 5)

Trial of 16mm. Case Put Over to Sept. 20

From THE DAILY Bureau

HOLLYWOOD, July 11. — The trial date of the Government's 16mm. suit against 12 companies, originally set for Sept. 6 before Federal Judge Harry C. Westover, today was put over to Sept. 20 and to Federal Judge Leon M. Yankwich. Judge Westover,

(*Continued on page* 5)

Asks Continuance of Stereo, Optical Prints

Special to THE DAILY

COLUMBUS, O., July 11.—Resolutions urging producers of CinemaScope films to continue issuing them in both optical and stereophonic-sound prints and commending William J. Heineman of United Artists for his stand in refusing to distribute any picture which has previously been

(*Continued on page* 6)

NYC 5% 'Fun' Tax Was $9,301,678

The revenue derived from all sources of taxable amusements in the five boroughs of New York City during the July 1, 1954, to June 30, 1955, fiscal year totalled $9,301,678, a representative of the municipality's City Tax Collectors office revealed here yesterday.

The tax collected by the city under the five per cent amusement tax during the final quarter—April, May and June, including motion picture theatre returns, was $3,101,028.

PERSONAL MENTION

DARRYL F. ZANUCK, 20th Century-Fox vice-president in charge of production, is scheduled to return to New York today from Europe.

•

CHARLES M. REAGAN, M-G-M vice-president and general sales manager, and JOHN P. BYRNE, Eastern sales manager, returned here yesterday from the Coast.

•

A. MONTAGUE and PAUL N. LAZARUS, JR., Columbia Pictures vice-presidents, will leave here today for San Antonio.

•

AL LICHTMAN, 20th Century-Fox director of distribution, has returned to New York following an extended stay on the Coast.

•

HOWARD STRICKLING, M-G-M studio publicity head, will arrive here with MRS. STRICKLING from Hollywood on July 22.

•

H. M. BESSEY, Altec Service Corp. executive vice-president, has left New York for a trip to the key cities of the West Coast.

•

L. B. HAPPE and K. J. C. LLOYD, both of Technicolor, Ltd., arrived here yesterday from London via B.O.A.C. Monarch.

•

THOMAS CALLAHAN, of the 20th Century-Fox art department, is the father of a girl born to MRS. CALLAHAN over the weekend.

•

WILLIAM J. GERMAN, president of W. J. German, Inc., will return to New York today from Europe.

•

SOL FOL, of Preview Theatre, was married to ANNA DURAN by Judge Flam in West New York, N. J.

•

SOL C. SIEGEL and HERMAN HOFFMAN, producers, will arrive here today from Hollywood.

NT Eastern Division Meeting Opens Today

DENVER, July 11.—With more than 100 personnel present, the Convention of the Eastern Division of National Theatres gets under way here tomorrow morning with a welcome breakfast. Elmer Rhoden, National Theatres president, and his staff arrived from Los Angeles this afternoon and were met by Frank H. Ricketson, Jr., Eastern manager; Robert Selig, Fox Intermountain division manager, and others of the Denver staff.

The meeting will take three days, closing with a luncheon Thursday at the Green Gables Country Club.

National Theatres Meet

HOLLYWOOD, July 11.—The annual convention of National Theatres executives will be held in Colorado Springs, Sept. 12 through 15, instead of here as previously announced, according to president Elmer C. Rhoden.

10 Shillings Raise

British Film Workers Win 5-Year Pact With Producers

From THE DAILY Bureau

LONDON, July 11.—Some 2,000 film technicians will receive a 10-shilling boost in minimum wages under a new contractual agreement signed this week after 10 months of negotiations between the Association of Specialized Film Producers (ASFP) and the Association of Cinematograph and Allied Technicians (ACT).

The film technicians will also get a five per cent increase beginning on Jan. 1, 1956, and a cost of living bonus under the new pact which is of five-year duration.

Technicians employed by producers of films for cinemas, non-theatrical films for government, industrial and other concerns, advertising, educational and television films are covered by the agreement which also says that producers who are making films for the new commercial TV service, due to begin operating in September, must pay the technicians feature films rates and conditions.

The new pact also provides that with the inception of commerical TV, some relaxation is provided for a ruling which prohibits the awarding of union work tickets to industry newcomers. This is regarded by some as the greatest progressive step in the film industry since the end of World War II.

Stock Transactions Reported by SEC

WASHINGTON, July 11. — The Securities Exchange Commission reported today that during the month of June, Simon B. Siegel, treasurer of American Broadcasting-Paramount Theatres, bought 5,000 common shares on stock options increasing his direct holdings to 5,100 shares.

The SEC also revealed that last month Sol A. Schwartz, president of RKO Theatres Corp., purchased 5,000 common shares, increasing his direct holdings to 16,000 shares; William W. Howard, RKO Theatres secretary, bought 2,000 common shares on stock option and sold 2,000 shares of common stock, leaving his direct holdings at 2,500 shares; Thomas F. O'Connor, RKO Theatres vice-president, bought 1,800 shares of common stock increasing his direct holdings to 4,100 shares.

Name RKO Midwest In Cincinnati Action

CINCINNATI, July 11. — The Shubert-Cox Theatre Co. here filed suit for $103,880 in Common Pleas Court against the RKO Midwest Corp., Cincinnati, for failure to maintain Cincinnati's Shubert Theatre as allegedly required under a lease which expired on Feb. 28, after 20 years.

The suit charged that when the building was surrendered last March 1, the premises were in such poor condition that it was impossible for the plaintiff to operate the building as a theatre.

Jack Webb to Tour

Jack Webb will begin a tour of the United States and Canada on July 27 for openings of his Mark VII, Ltd., production for Warner Bros., "Pete Kelly's Blues." The coast-to-coast tour will include more than 30 major cities in the United States, and several principal cities in Canada. Kickoff of the tour will begin in San Antonio and will end in San Francisco on Sept. 1.

Code to Be Highlight Of MPAA Meet

The state of the industry's Production Code and of its administration will be one of the topics slated for discussion at Monday's scheduled meeting here of the Motion Picture Association of America board of directors.

The board meeting will coincide with the arrival here of MPAA president Eric Johnston from Hollywood. He arrived there yesterday on one of his periodic visits to the studios to discuss industry affairs.

According to an association spokesman, the Code will be one of the many industry problems slated for discussion by Johnston. Another probable topic, the spokesman added, will be the outlook in the foreign market.

Branson in Paris For RKO Parleys

PARIS, July 11.—Walter Branson, world-wide sales manager for RKO, arrived here today for a week-long business visit with RKO sales personnel. He will hold meetings with Joseph Bellfort, European general manager, and Charles Rosmarin, European sales manager.

Last week the RKO sales head was in London for discussions on forthcoming product with Robert S. Wolff, managing director for the United Kingdom.

After leaving France, Branson will visit RKO offices in Belgium, Switzerland, the Netherlands and Italy.

Reject Drive-in Plea

ALBANY, July 11.—The competitive drive-in picture in the suburban area south of Albany will remain the same, as a result of the Bethlehem Town Board's action in rejecting a proposal for extending closing hours in amusement places from midnight to 12:30 a. m. weekdays and from 11 p. m. Sunday to 12:30 a. m. Monday. Julius W. Preska, of Delmar, had requested the change, so that he might build a drive-in near his home.

Dismiss Defendants In Cleveland Suit Over Pact Breach

Special to THE DAILY

CLEVELAND, July 11.—Herbert Ochs, Ben L. Ogron, Berlo Vending Co. and the Capital Bank of Cleveland were dismissed as defendants in a breach of contract and $500,000 damage suit recently filed in Common Pleas Court by Jack L. Gertz, John M. Urbansky and J. Stuart Cangney. Judge Joseph Artl rendered this decision after considering a motion for dismissal filed by Paul J. Gnau of the law firm Benesch, Friedlander, Mendelson, Gnau and Coplan, which pointed out that they were not signatories to the contract in dispute.

Theatre Slated to Open

The contract on which the suit was based was signed only by the plaintiffs and James J. and Emma T. Barton. It was dated Sept. 14, 1949, and provided agreement whereby Barton furnished the property and the plaintiffs furnished the money to build a drive-in theatre. Considerable time was consumed in getting the property re-zoned for a theatre and to acquire a building permit. Plaintiffs claim that Barton disregarded this contract and entered into an agreement with Ochs, Ogron and Berlo Vending Co. to build on his property. The theatre is now nearing completion and is scheduled to open later this month. Legal opinion is that this action will not interfere with the theatre's opening.

Atlanta WOMPI Meeting

ATLANTA, July 11.—The new officers, board members and committee chairmen of the Atlanta Club of Women of the Motion Picture Industry will meet at the YMCA here tomorrow evening to discuss the Sept. 30-Oct. 1 convention in New Orleans.

NEW YORK THEATRES

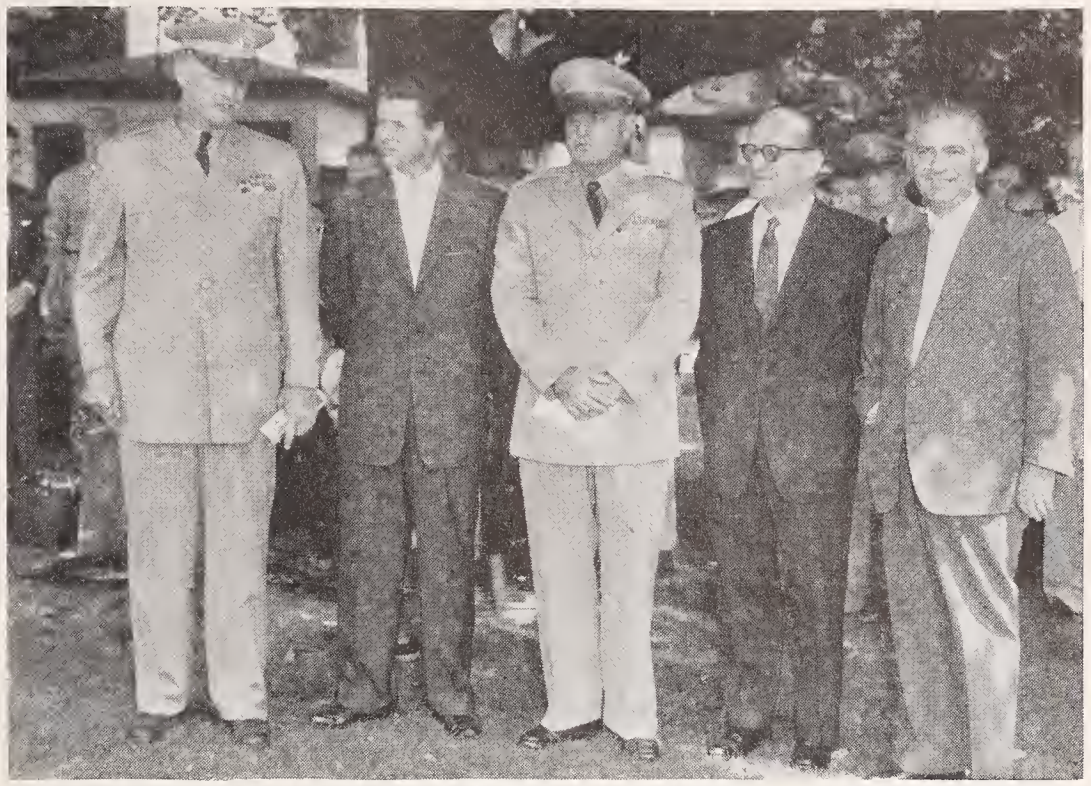
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in CINEMASCOPE and COLOR starring
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Army in Tribute to Audie Murphy At Preview of "To Hell and Back"

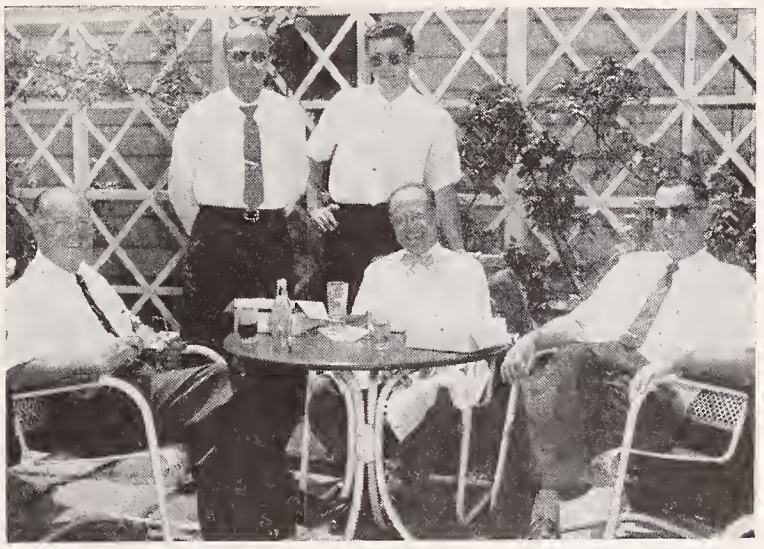
TOP circuit executives joined local exhibitors, press, magazine, television and radio representatives and Universal-International executives for a day at Governors Island yesterday in one of the most unusual previews ever held of a motion picture. The occasion was the invitational preview of "To Hell and Back," U-I's CinemaScope and Technicolor film production based on the life story of Audie Murphy as America's most decorated war hero which is being hailed as one of the most stirring war films ever made. The Army honored Murphy yesterday during the day's festivities which included a picnic lunch, a tour of the island, a military review with Murphy addressing a record 108 enlistees, a screening of the picture at the Post Theatre and finally a reception at the Officers' Club. The picture, which is receiving one of the most comprehensive advance advertising and promotion campaigns in the history of Universal, will be released in October.



At the military review in honor of Murphy and the induction of new enlistees are Col. John S. Roosma, Deputy Post Commander at Fort Jay; Murphy, Brig. General Ralph C. Cooper, Chief of Staff of the First Army; Charles J. Feldman, vice-president and general sales manager of Universal, and Sol A. Schwartz, president of RKO Theatres.



rphy addresses the record group of 108 enlistees and invites them to the eening of "To Hell and Back" at the Post Theatre. NBC's Tex and Jinx ow recorded the ceremonies for a special broadcast.



A group of exhibitors, film buyers and bookers at the picnic luncheon are left to right, Irving Kaplan, Daniel Triester, Larry Lapidus, Ben Gladstone and Nat Harris.



ring sightseeing tour of the Island with Statue of Liberty in backund are Charles Moss, Charles Drake, who is featured in the picre, Charles J. Feldman, Universal's vice-president and general sales nager; Murphy, Samuel Rinzler, Eugene Picker and Ray Moon, iversal's assistant general sales manager.



At the picnic luncheon at the Non-Commissioned Officers Club are left to right, Donald Schine, George Lynch, of the Schine Circuit, Inc., P. T. Dana, Universal's Eastern Sales Manager, and Bill Kramer, Schine Circuit executive.

(*Advt.*)

PEOPLE

Ted Morehouse of Morehouse Associates, former vice-president of Young America Films, has signed agreements under which Morehouse will act as a special sales representative for Almanac Films on a national basis, covering the educational and institutional fields.

¤

William Howard Tankersley has been named director of editing in the Hollywood office of CBS Television, effective immediately.

¤

Mary Tuttle, director of personnel for RKO Theatres, here, has tendered her resignation, effective next Friday, to enter a new field. On Sept. 1, Miss Tuttle will start in her new position as executive director of Vocational Advisory Service with offices in New York City.

¤

Maury Saffle has become chairman and **Harry Wall** co-chairman of the Theatre Owners Association of Washington, Northern Idaho and Alaska, effective July 1. **Dwight Spracher** is the newly elected secretary.

¤

Attorney **Herman M. Levy**, general counsel for TOA, will be toastmaster for the bon voyage dinner honoring **Major Arthur Lenzi**, hosted by the Nutmeg Athletic Club of New Haven this Friday.

¤

C. Peter Jaeger has been named vice-president of national sales for Guild Films. Jaeger comes to Guild Films from a tenure as executive vice-president of Transamerican Broadcasting Corp. He will work under **Erwin H. Ezzes**, Guild's vice-president in charge of saies.

Need Civil Service Test for N.Y. Censor

ALBANY, July 11.—A new civil service examination will be necessary before the appointment of a permanent director for the State Education Department's motion picture division can be made. The old list, on which Dr. Hugh M. Flick, now executive assistant to the Commissioner of Education, passed first for chief censor in 1949, has expired.

Dr. Ward C. Bowen, named acting director when Dr. Flick recently was appointed aide to the Commissioner, is director of the Bureau of Audio and Visual Aids. It is not believed here that Dr. Bowen, a member of the department staff since 1923 and acting director of the motion picture division from 1946 to 1949, aspires to the latter post permanently.

He will serve in it, at the pleasure of the Commissioner, who after Sept. 1 will be Dr. James E. Allen, Jr., present Deputy Commissioner. Commissioner Lewis A. Wilson is retiring on that date.

A decision on the examination and ualifications probably will not be taken before mid-August.

Invites All Branches

CEA Sets Meeting on Bid For UK Anti-Tax Drive

By PETER BURNUP

LONDON, July 11.—A bid to trade associations of the British industry to join an all-industry drive for entertainment tax remission was sent out by the Cinematograph Exhibitors' Association, acting in pursuance of the resolution adopted at CEA's Llandudno convention.

CEA has suggested that the other three trade associations meet with it on July 26. Kinematograph Renters Society and the Association of Specialized Producers accepted with alacrity. The producers association's Sir Henry French and Robert Clark have been attending the Berlin Festival but the British Film Producers Association will undoubtedly accept the exhibitors' suggestion as soon as the producers' executive assembles again.

"Aim of the July 26 meeting will be to set up a new all-industry committee on tax," said Ellis Pinkney, the newly-appointed CEA secretary. "Details of how to tackle the tax problem will come later," he added.

A section among the producers want the thorny question of defaulters in the Eady Levy and related matters cleared up before going forward with a joint tax campaign. The KRS-CEA joint committee had a meeting during last week to consider the defaulters problem. No official statement of the outcome was issued, but it is understood that "some progress" was made and that the parties will now report back to their respective councils.

World's Largest Drive-in For Smith

BOSTON, July 11. — Expansion plans of Smith Management Co. of Boston, operators of 20 drive-ins scattered through the Midwest, New Jersey, New York and New England include four new outdoor theatres, three to be ready for occupancy by Aug. 1 and the fourth to be started in September. The latter drive-in is to be located in the Boston metropolitan area and will accommodate 3,600 cars in a true dual-type theatre with 1,800 cars on each side. "I cannot disclose the actual site for this latest drive-in," Philip Smith, president of the circuit said, "as some of the legal technicalities have not been completed, but this twin drive-in will be the world's largest. It will actually be two huge drive-ins in one with two complete concession buildings, projection booths, entrances, exits, etc. It will not be in Boston proper but will be situated in an adjacent suburb. Construction should start around Sept. 1."

On July 15, Smith will throw open its Jersey City Drive-in, accommodating 1,800 cars. On July 22, its new Hartford, Conn., theatre, located in the heart of the city will open for 2,100 cars, while on July 29, the circuit will present its first theatre in the Baltimore area. Situated in Timonium, Md., this theatre was started by Freeman & Lerner of New York, but was taken over by the Smith interests about a month before completion.

Ill. C. of C. Against Subscription TV

WAUKEGAN, Ill., July 11.—The Waukegan-North Chicago Chamber of Commerce, representing business and the professions throughout the area, has gone on record with the FCC in opposition to pay-to-see TV.

In a formal resolution forwarded to the Commission in Washington, the Chamber declared, "The FCC is hereby petitioned to preserve for the public their prior and enveloping interest in the free airwaves and reaffirm the public's freedom to look and listen without the obligation of paying any fee."

Illinois Gov. Vetoes Pro-censor Bill

CHICAGO, July 11. — Governor William G. Stratton has vetoed the bill enabling non-incorporated towns and cities in Illinois to censor films in the state.

The bill, opposed by the film industry, would have allowed sheriffs of non-incorporated small communities to act as film censors. The bill in no way was designed to affect prior censorship of motion pictures in incorporated Illinois cities, such as Chicago, which already are authorized to carry on such censorship activities.

Meanwhile, Chicago's censorship rights are being challenged in the courts by Times Film Corp., distributors of "One Summer of Happiness," which was banned in Chicago.

Set Personnel for Fox Houston Office

HOUSTON, July 11.—Department heads for the Houston 20th Century-Fox exchange, who have been in training in the Dallas branch, according to Southwest district manager Mark Sheridan, will be: Grady Goodwin, head booker; Louise Rapp, head cashier; Helen Harris, biller; Marvin Wycoff, head shipper; Helen Hedrick, head inspectress; Mary Louise Young, inspectress. Grover McDonnell, who is salesman out of Dallas, will be transferred to the Houston territory. Wm. T. Keith is office manager-salesman. Henry Harrell is branch manager.

Murphy in Washington

WASHINGTON, July 11.—Audie Murphy, Universal-International star whose autobiography has provided the basis for "To Hell and Back," is due in Washington tomorrow morning from New York for a two-day series of receptions and screenings of the picture and to be introduced to top government officials, leading officers of the U. S. Army and the Defense Department, foreign ambassadors and the press corps as a guest of honor of the Texas Congressional delegation, which is headed by Speaker Sam Rayburn.

Compo Awards Poll Needs United Efforts Of Industry: Coyne

Special to THE DAILY

ALBANY, N. Y., July 11.—United support by exhibitors and producers for the Audience Award Poll will make it "the big picture event of the year," creating perhaps in the climactic voting period—Nov. 17-27—public interest comparable with that of a presidential election. This was the message brought by Robert W. Coyne, special counsel of the Council of Motion Picture Organizations, to an Albany exchange district meeting in the 20th Century-Fox exchange today.

'A Nation of Critics'

Coyne said that a promotional effort is needed in the industry at the present time; that the poll plan can capitalize on "the selectivity and discrimination of today's motion picture audience." Once, said the speaker, people went to "the show," now they go to see "a picture," and he added that "we have become a nation of critics."

The Audience Poll, Coyne commented, will complement and supplement the Academy Awards. It is the first, he said, in which the public has been asked "whom they like and what they want." The possibility of a total vote between 45 and 50 million was envisaged by Coyne. He underlined that the balloting is not to be considered "a cure-all for the industry."

Nominations had been received from 2,900 theatres through Friday, he said. An extension of the deadline for first-period nominations for a week was made, in the hope of obtaining a total of 3,500 to 4,000.

Drive-in Suggestion Made

The possibility of drive-in patrons participating via an "absentee ballot" was raised by co-chairman Harry Lamont, who stated he would write Coyne in detail about this.

Seymour L. Morris, Schine circuit director of publicity and exploitation, suggested that exhibitors conduct nomination polls among the audience for the next two quarters, in order to create "the continuity of interest."

75 Theatres Join In New Haven Drive

NEW HAVEN, Conn., July 11.—At least 75 theatres in this area were represented at an Audience Awards drive meeting here today, held at the 20th Century-Fox exchange building.

The committee which will steer the campaign in this area is composed of the following: Harry F. Shaw, Albert M. Pickus, Norman Bialek, Shepperd Bloom and Harry Feinstein.

'Cat on Hot Tin Roof' Purchased by M-G-M

HOLLYWOOD, July 11.—"Cat on a Hot Tin Roof," stage play by Tennessee Williams, has been purchased by M-G-M as a starring vehicle for Grace Kelly, it has been announced by Dore Schary, studio head. Schary has submitted a personal treatment of the play to Geoffrey Shurlock and other Production Code officials, who have approved it.

Two of Williams' previous hit plays: "A Streetcar Named Desire" and "The Glass Menagerie," were produced as films, while the motion picture version of a third, "The Rose Tattoo," is soon to be released.

It's 'Joseph Lee Day' In Detroit Tomorrow

DETROIT, July 11.—In recognition of Joseph J. Lee's 30th anniversary of association with 20th Century-Fox, an event being celebrated with a week-long sales drive in the branch manager's honor, Mayor Albert E. Cobo this weekend named Wednesday "Joseph J. Lee Day."

Tax Ruling

(*Continued from page* 1)

would apply to other cases would depend on whether the facts in the other cases were the same as the facts in this case.

The question involved is whether profit on the sale of old films to television is to be taxed as regular income or as long-term capital gains. Long-term gains are taxed at half the rate of ordinary income.

The Service spokesmen emphasized that the answer hinges on many different factors—how the picture was originally set up on the company's books, how the earnings so far have been treated, how much the earnings so far have been, and many others—and that any ruling will apply only to the particular case involved and to any other cases where the factors are almost identically treated, but that it would not apply to all cases. They refused to indicate which company was involved in the coming ruling.

Wants Majors' 'Pledges' Met

(*Continued from page* 1)

Allied's EDC will push for an early start of hearings before Sen. Hubert Humphrey's (D.-FL, Minn.) Small Business sub-committee so that the report will be available for the opening of Congress in January.

Seeks Small-House Protection

Berger said that Allied is asking the majors to set a policy of flat rentals for theatres grossing under $1,000 weekly and is asking further "protection" for the small houses in the form of an arbitration set-up with power to judge whether the flat rentals asked are reasonable.

"All we are asking is that all small theatres be guaranteed the opportunity to play the top pictures at prices they can afford to pay. The mere fact that a film company will sell flat is no guarantee that the figure is within reason and we are asking that they be given some opportunity to arbitrate such rentals where they believe them to be out of line," Berger said.

Says Allied, TOA of One Mind

He added that next week's session will be for Allied's Emergency Defense team only, but emphasized that there was no important difference of opinion between Allied and TOA's committee on the important issues.

"We expect that they will continue to co-operate with us as they have. We seem to be in agreement on the major issues," Berger said.

Select 'Kentuckian'

(*Continued from page* 1)

lected by a special MPEA committee which represents all the major U. S. producer-distributors.

"To Catch a Thief," in VistaVision, was produced and directed by Alfred Hitchcock for Paramount release. "The Kentuckian," in CinemaScope, is a Hecht-Lancaster production, marking Lancaster's debut as a director.

Roxy Gets 'Popular'

Twentieth Century-Fox's CinemaScope production of "How to Be Very, Very Popular" will make its metropolitan debut at the Roxy Theatre here on July 22.

16mm. Case

(*Continued from page* 1)

who has had virtually all the film industry cases assigned to him during the past year, explained he was setting the 16mm. case over to Yankwich due his own calendar being extremely full for October.

All proceedings in the case so far have been handled by Westover.

Acquires 'Mau Mau'

Joseph Brenner Associates here has taken over the theatrical distribution of the motion picture "Mau Mau" for the New York, Albany, Buffalo and Connecticut territories. "Mau Mau" will have its premiere at the Trans-Lux 49th St. Theatre tomorrow.

Bread to Be Broken At UA-Exhibitor Talk

The last of a series of meetings between exhibition and distribution will take place today when the joint Theatre Owners of America-Allied States committee will meet with United Artists here.

A luncheon meeting has been set at which time exhibitors Wilbur Snaper of Allied States and Walter Reade, Jr., of TOA, will meet with William J. Heineman, UA vice-president in charge of domestic distribution, and B. G. Kranze, general sales manager, to discuss the UA sales policy and other industry problems.

EFFG

(*Continued from page* 1)

chairmen are: E. D. Martin, Nat Williams, Atlanta; Arthur Lockwood, Edward W. Lider, Boston; George MacKenna, Buffalo; George Kerasotes, Chicago; John Rowley, Dallas; Pat McGee, Denver; Myron Blank, Des Moines; Horace Denning, Mark Chartrand, Jacksonville; Burton Jones, Los Angeles; Albert M. Pickus, New Haven; Abe Berenson, New Orleans; Henry Griffing, Oklahoma City; Robert Livingston, Omaha; Sam Gillette, Sid Cohen, Salt Lake City; Nate Blumenfeld, San Francisco; Will J. Connor, Fred Danz, Jr., and J. J. Rosenfield, Seattle.



Sidney Lust

(Continued from page 1)

was operator of 11 theatres, including three drive-ins, in Washington and suburban Maryland.

A veteran of more than 50 years in show business, Lust began working as a stage carpenter for road shows and at one time managed many big-time vaudeville acts for the Orpheum circuit. He came to Washington in 1914 as a partner with Warner Brothers in opening its local film exchange, and a year or so later went into business for himself, distributing films in the middle Atlantic area for several independent producers. He leased his first theatre in the early 1920's and gradually extended his operations to a large and profitable circuit. His non-theatrical real estate holdings were also considerable.

Active in Charities

Lust was active in civic and charitable affairs. More than 15,000 children each year attended an annual egg hunt he sponsored in Maryland, and his toy and canned-food matinees at Christmas time were a Washington tradition. The admission price to each theatre was a toy or can of food, and the proceeds were turned over to needy families. His theatres were always available for charity and civic drives.

He was active during World War II in bond drives and other patriotic enterprises, and took part in many local groups combatting juvenile delinquency. He was a member of the Variety Club of Washington, Motion Picture Pioneers and other groups.

Survivors are his widow, Celia, and a son, Bernard, both partners in his theatre business; a daughter, Miss Geraldine Lust; and four grandchildren.

Gleason's Show Set For Du Mont Filming

Jackie Gleason's "The Honeymooners" will be filmed by Du Mont's new "Electronicam" TV-film system, it was announced by Ted Bergmann, managing director of the Du Mont broadcast division following the signing of the contract by the Jackie Gleason Enterprises and Allen B. Du Mont Laboratories, Inc.

The contract runs for three years and calls for production each season of 39 programs in black and white on 35 mm. films. The program will be seen over the Columbia Broadcasting System beginning on Oct. 1.

'Roost' Bows Friday

United Artists' "Robber's Roost" will open at the Loew's Metropolitan Theatre in Brooklyn here on Friday.



Television--Radio

with Pinky Herman

LEONARD GOLDENSON, Edward J. Noble, Robert E. Kintner, Bob Weitman and Jean Accas will be on hand Sunday when Governor Goodwin Knight (California), Walt Disney and Art Linkletter will co-host at a special 90-minute telecast (7:30-9:30 p.m. EDST) direct from "Disneyland" located on a 160-acre grove at Anaheim. The 24 ABCameras will also spotlight stars including Irene Dunne, Fess Parker, Buddy Ebsen, Danny Thomas, Jean Hagen, Rusty Hamer, Sherry Jacobson and many other radio, TV and motion picture personalities. . . . That brand new custom built camera car, equipped with shooting platform on the roof and at running board level was made by Chrysler especially for George Blake Enterprises, Inc. . . . Jan Miner, a "regular" last summer in Robert Montgomery's summer stock TV company, will take on a difficult character role Monday when she appears as a middle-aged midwestern farm woman in "The Diamond Curtain" which will be directed by John Newland.

☆ ☆ ☆

Now that their stock issue has been oversubscribed and their new offices and augmented staff functioning smoothly, National Telefilm Associates execs Ely Landau and Harold Goldman, president and V.P. in charge of sales, respectively, have started the national sales campaign on their 220 telefilm series. . . . Edna Best and hubby Nat Wolff spent the weekend at Fred Waring's resort hotel, Shawnee Inn, located at Shawnee on the Delaware, Pa. TV folk are beginning to flock to this delightful sylvan hideaway. . . . Designed to produce TV commercials custom-tailored for dealer needs and to function as a powerful merchandising arm to manufacturers is the newly-formed Television and Special Services Co., headed by Sidney J. DuBroff. The TV film spots for the new company will be created and supervised by Walt Framer Productions.



Ely Landau

☆ ☆ ☆

Big Jon Arthur, whose ABChildren's radio series, "No School Today," has built up a terrific rating in recent years, will leave later this month on a personal appearance tour, opening on July 31 at Seattle, thence to Anchorage, Alaska, Spokane, Eugene, Ore., Fairbanks, Alaska, Yakima, Wash., the California State Fair and Exposition, returning to New York in mid-September where he'll launch his TV series, "Big Jon & Sparkie," his second creation, which for the past three years was runner-up in MOTION PICTURE DAILY-FAME Polls. . . . Terry O'Sullivan has been signed to commershill for Sunbeam products on next Fall's NBC Spectaculars, "Martha Raye Show" and "Milton Berle Show." . . . "The Ted Mack Amateur Hour" will be seen in the Sunday 9:30 P.M. slot ABCommencing Oct. 30.



Jon Arthur

☆ ☆ ☆

Three years ago when Marc Lawrence left Hollywood to make a pic in Italy he didn't dream he'd stay there. However, his services and talents were in such demand that he now is rated one of the top stars on the Continent. Marc is currently in New York for a vacation and to star next on Monday's "CBStudio One" presentation of "A Terrible Day." . . . A nice note from Beulah Zachary has arrived from the Windy City to advise us that Burr Tillstrom's "Kukla, Fran & Ollie" will return to their regular daily ABC-TV sked Monday, Aug. 29. . . . Rosa Rio and her hubby Bill Yeoman are broadcasting a daily radio show from their home, "The Cave," at Huntington, Conn., via WELI. Listeners have heard personalities including Kay Armen, Raymond Massey, Enric Madriguera, Ralph Blane, Lou Alter, Paul Lavalle and Margaret Sangster.

☆ ☆ ☆

Harry Wismer, who'll travel to Akron end of the month to broadcast the Rubber City Open Golf tournament over Mutual, will tarry in the immediate environs to head a three-man group of judges named to choose "Miss General Tire" from among the hundreds of girls employed by Wismer's sponsor, General Tire Co. (oh, for the life of a sportscaster).

Prints

(Continued from page 1)

shown on television were approved by the board of directors of the Independent Theatre Owners of Ohio.

The board said that while it heartily approved the policies of companies in making optical sound prints available for small theatres and drive-ins, it hoped that stereophonic sound prints would not be abandoned, since many large Ohio theatres had spent thousands of dollars to equip with stereophonic sound. "To abandon this improvement would be a step backward, something the industry has never before done," said the board.

The board said that theatres' experience with Walt Disney's "Davy Crockett, King of the Wild Frontier" showed that "the public will not patronize a picture which has previously shown on television." Noting that Alexander Korda has arranged to show "The Constant Husband" on TV before its theatre release, the board said that Korda and NBC are negotiating for a similar TV premiere of "Richard III." The board said it hoped that Heineman's stand will cause "Richard III' to be released in theatres rather than on television.

Mass. Exhibitors

(Continued from page 1)

fare of its citizens and to prevent a breach of the peace.

"This is true now as it was before the decision and this police power can be exercised seven days a week. We therefore caution exhibitors to stay away from doubtful films which may offend patrons or those which could arouse public opinion against the operation of theatres, thus inviting adverse legislation which could restrict exhibitors more closely than ever in freedom of exhibition."

Regarding the problem of licensing fees for Sunday showings in the Commonwealth, Lider explained that a final decree must be entered in the Superior Court of Boston as ordered by the Supreme Judicial Court before the complete ruling is effective. "Each exhibitor should contact his local city clerk if he has been paying a city license, and he should contact his state inspector to see if he should continue to apply for his state Sunday license of $2. In other words, until the final decree is entered in the lower court, it is still not clear whether an application for a Sunday license should be filed in each locale or city. However, if it is required, a refund will be made on each application."

'Aida' Returns

S. Hurok's "Aida" will open in 10 theatres in the Metropolitan New York area this week, the first local engagements since its seven-month run on Broadway last year.



HOLLYWOOD *onthemarch*

By SAMUEL D. BERNS

ROY ROGERS received an okay from the City Planning Commission for his Frontiers, Inc., to establish a studio farm on 15 acres he bought near Chatsworth. Roy and Dale will live on the property and build sets to make Westerns there.

☆

FILM ROW RUMBLINGS: Will the hour TV film shows Warners start showing on ABC Tuesday nights, and the half hours M-G-M will have on Wednesdays following Disney's TV program, be stronger than the ones they sell us to drag the customers away from their sets? . . . "What kind of dish is a Tuesday dish?" . . . "How do you play Million$$$ Wednesday?" . . ."So when are we gonna get Eidophor?"

☆

Oscar Karlweis, after touring in "Teahouse of the August Moon" for a year, was tagged by Joe Pasternak and his director, Roy Rowland, for the leading comedy role in M-G-M's "Weekend at Las Vegas."

☆

Casting Oddity: Joan Woodbury, in private life Mrs. Henry Wilcoxon, a pillar of "churchmanship," who, with Biff, puts on the annual "Nativity" play for charity, has been chosen by Cecil B. DeMille for the role of the High Priestess who worships the Golden Calf in "The Ten Commandments."

☆

Benny Serenade: Benny Rubin telling Jack Benny about his part in "The Benny Goodman Story."

☆

Richard Thorpe, just back from directing "Quentin Durward" for Metro in France, says "filming abroad can only strengthen Hollywood's hold on the international market." It is significant that only Hollywood, of all countries, makes films that have universal appeal, while the others limit their world-wide potential since they deal for the most part with their own people and story situations.

☆

Jimmy Stewart's current schedule at Paramount, and his dovetailing wardrobe and makeup tests at Warners for the Lindbergh role, has us hopping to keep up with "The Man Who Knew Too Much" and "the man who flew too much."

☆

Sam Neuman is trying to get the AEC in Washington to give his "Proving Ground," which Lindsley Parsons and John Burrows will produce for Allied Artists, an okay for the use of some facilities at Nevada's atom bomb testing grounds. Mushrooms anyone?

☆

George Stevens has brought his "Giant" cast and crew back from five weeks at Marfa, Texas, to complete the shooting schedule on the Warner lot.

☆

"Mister Roberts" will premiere in San Francisco's St. Francis theatre as a 48-hour "movie-thon" starting at 6:45 a.m. with coffee and doughnuts for the customers at the breakfast showings, and some Navy style refreshments at the owl showings.

House Committee Hears Myers

(*Continued from page* 1)

panies to obtain relief from the flood of litigation that threatens to engulf them," Myers told the subcommittee today, "is to mend their ways, not to call upon Congress to shield them from the consequences of their persistent wrongdoing."

Sees Independents Hard Hit

Myers said independent theatre owners were especially concerned about the bill because "they have been more exposed to and have suffered more from monopolistic practices than any other class of business men." He charged that film distributors would be the "principal beneficiaries" of the bill, and cited the Supreme Court's observation in the Paramount case on the distributors' "marked proclivity for unlawful conduct." They are still continuing their unlawful practices, he added.

The Allied official called on Congress to make a "thorough inquiry into the effectiveness of the decrees entered in government civil actions, especially the consent decrees, and as to the manner in which those decrees are being enforced," before taking any action on the bill. He declared that the consent decrees in the film cases "have not protected the independent exhibitors from the monopolistic power of the film companies," and that "the policy of fewer pictures and higher rentals, adopted subsequent to the decrees, is forcing many small theatres to close, while the film companies' net earnings are increasing by leaps and bounds."

Answers Bill's Supporters

Noting the argument of supporters of the bill that the anti-trust laws are so indefinite that many violations are unwitting and should not be penalized by mandatory treble damages, Myers said this claim "will not stand up under an analysis of the decided cases." Moreover, he added, anti-trust defendants need no longer worry about being found guilty on a charge of conspiracy based on "innocently parallel conduct, since the doctrine of" unconscious parallelism was eliminated as a basis for a conspiracy charge by the Supreme Court decision in the Crest case.

"The difficulties and expense of preparing and trying private actions under the anti-trust laws are very great," Myers stated, "and it is doubtful if many would be filed if it were not for the prospect of obtaining treble damages." He said anti-trust violators live in much greater fear of the treble damage suits than they do of government anti-trust suits.

Cites Attorney General's Action

Myers noted that the recent report of the Attorney General's committee to study the anti-trust laws had endorsed discretionary damages, and said that this recommendation should be considered in light of the fact that the committee included four lawyers who had represented defendants in the Paramount case and did not include anyone who had ever represented independent exhibitors.

Finally, Myers argued, the provision requiring treble damages where the violation is "willful" does not make the bill a good one and may even make it a worse one by requiring the plaintiffs in anti-trust litigation to prove "willfulness" as well as to prove a violation. "This would introduce another vexing complexity into private anti-trust suits which would play into the hands of the trusts," he asserted.

Myers said the vast number of government and private anti-trust suits against the film companies was proof not of the companies' need for relief but rather of their long-time wrongdoing. "After three decades of oppressing independent exhibitors, and despite ample warning of the consequences of their acts, the film companies now seek to avoid paying the damages which Federal law prescribed throughout the last 65 years," he stated.

Myers noted that Kenneth Royall, testifying in behalf of MPAA in support of a similar bill several years ago, had warned that anti-trust suits threatened to wreck the financial structure of the major film companies. Myers charged that since then, Congress had reduced the admissions tax, that the major companies had "confiscated" the benefits of this tax cut by cutting back production and forcing higher film rentals, and that the earnings of the major companies have "increased by leaps and bounds." He reviewed recent favorable earnings statements of the major companies and observed that "these are the corporations who claimed that their very existence was threatened by treble damage suits just four years ago."

Celler Present

Celler was the only subcommittee member present during Myers' testimony.

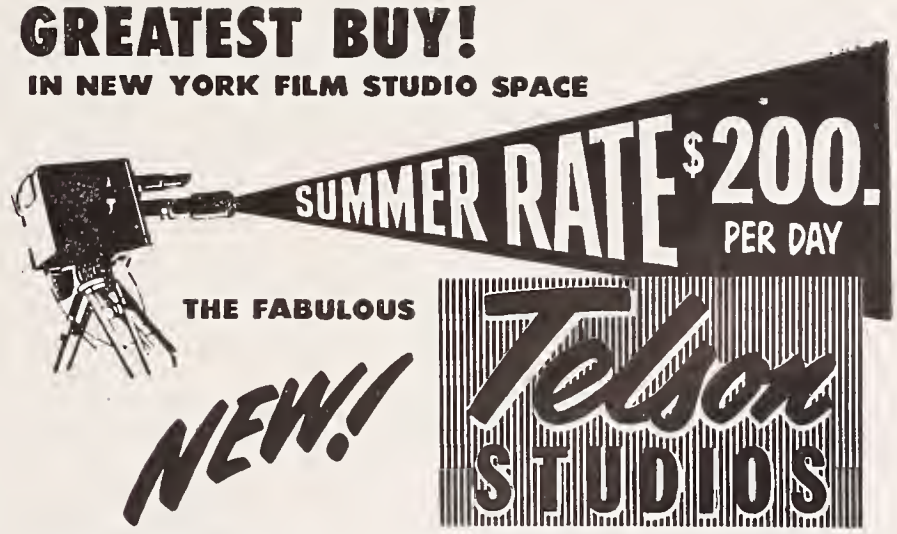
Before Myers took the stand, Assistant Attorney General Stanley Barnes renewed the Justice Department's support of the bill, declaring that the Department was convinced that private litigants were not winning anti-trust suits now because judges and juries were reluctant to make a decision that would automatically bring a treble damage verdict. He said Justice felt that discretionary damages would bring more victories for plaintiffs and more suits.

Pittsburgh Drive-ins Aid Rogers Hospital

PITTSBURGH, July 11. — Approximately $2,400 was contributed by patrons of 14 drive-in theatres in this area, in the three-day period which marked the start for the Will Rogers Hospital audience collections in the Pittsburgh territory. Collections will be taken up at 100 drive-ins in the area.

The collection drive was sparked by four leaders, distributor chairman Larry Siedleman, Republic branch manager; exhibitor chairman Harry Hendel, Allied M.P.T.O.A., and drive-in chairman Jack Judd, Columbia branch manager, as well as national exhibitor chairman M. A. Silver, Stanley Warner Theatres zone manager.

A comprehensive "patron-education" program preceded the collection, featuring a specially written screen trailer, and a herald, both explaining the purpose of the Will Rogers Hospital collection, and outlining the important tuberculosis research work being done.



"'Stranger' MIGHTY!
House Record Broken!"
—CHICAGO

"'Stranger' TALL!"
—FRISCO

"'Stranger' TORRID!
Leading The City!"
—BOSTON

"'Stranger'
TERRIF!"
—DETROIT

"'Stranger' SOCK!
Setting Records!"
—PHILLY

VARIETY
FEELS THE BOXOFFICE PULSE OF THE NATION!

"'Stranger' WOW!
Leader On B'way!"
—N. Y.

"'Stranger' PACING
THE FIELD!"
—CLEVELAND

"'Stranger'
SOCKO!"
—L. A.

"'Stranger' SMASH!
Nabbing Top Money!"
—DENVER

"'Stranger' SLICK!
The Topper And
A Brisk Winner!"
—CINCINNATI

"'Stranger' TERRIFIC!"
—SEATTLE

NOT AS A STRANGER

Stanley Kramer Presents **"NOT AS A STRANGER"** Starring OLIVIA de HAVILLAND · ROBERT MITCHUM · FRANK SINATRA · GLORIA GRAHAME
BRODERICK CRAWFORD · CHARLES BICKFORD · with Myron McCormick · Lon Chaney · Jesse White · Written for the Screen by Edna and Edward Anhalt
Based on the Novel by Morton Thompson · Music by George Antheil · Produced and Directed by STANLEY KRAMER

thru UA

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 8 NEW YORK, U.S.A., WEDNESDAY, JULY 13, 1955 TEN CENTS

'Ready to Go'

Five This Year In Cinemiracle Is NT's Plan

Rhoden to Ask Gov't OK; Will Equip 50 Theatres

Special to THE DAILY

DENVER, July 12.—National Theatres is ready to go ahead with its Cinemiracle, and will petition the Government for permission to make five films under the new process this year, it was disclosed here today by Elmer C. Rhoden, president of NT, in his address at the opening session of the circuit's Eastern division convention being held here.

Rhoden also revealed that NT plans to equip 50 theatres this year for the showing of films in the new projection medium.

Pointing out that the film industry, apparently, has weathered the television competition, the NT president said that business will be good whenever good pictures are shown and said there are more good pictures coming out of Hollywood than ever before in a similar period of time.

Rhoden expects great things from the audience poll of the Council of Motion Picture Organizations this fall,

(*Continued on page* 5)

Framer Heads New Tent 35 Committee

Walt Framer, of Walt Framer Productions, has been named chairman of the radio-television membership committee of the Variety Club of New York, Tent No. 35. The new committee was organized in line with the policy to broaden the scope of the club by adding members from all other branches of the entertainment industry.

The appointment of Framer was announced by Edward L. Fabian, first

(*Continued on page* 4)

Picker, Youngstein To Tokyo Meeting

Arnold M. Picker, United Artists vice president in charge of foreign distribution, and Max E. Youngstein, UA vice president, will fly from Los Angeles tomorrow to Tokyo, where the company's first international sales convention in the Japanese capital will be launched on Monday.

Picker will preside over the four-day session in Tokyo, which brings

(*Continued on page* 4)

Fox's Statement Of Policy Ready

Twentieth Century-Fox's statement of policy, the result of the joint Theatre Owners of America-Allied States Association committee's first meeting with a distribution company, has been completed and now awaits signature approval by president Spyros P. Skouras, according to an announcement by a 20th-Fox spokesman.

The 20th-Fox statement is reported to contain no "major changes" in the company's sales policy. Skouras currently is abroad.

German, Rosen and Schreiber Optimistic Regarding Europe

By LESTER DINOFF

An optimistic report on prosperous European business for exhibition and production was rendered here yesterday by William J. German, president of W. J. German, Inc.; Samuel Rosen, executive vice-president of Stanley



Samuel Rosen



William German

Warner Corp., and Lew Schreiber, executive studio manager for 20th Century-Fox, all of whom returned to this country aboard the "Queen

(*Continued on page* 4)

On Exhibitor Problems

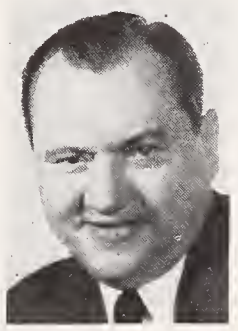
WILL SEEK SUPPORT OF U.A. PRODUCERS

Heineman Says Company Is Sympathetic To Needs of the 'Distressed Situations'

By MURRAY HOROWITZ

A pledge by United Artists "to do everything in our power to get the cooperation" of producers releasing through UA to meet the problems of exhibitors, especially those of small or "distressed" situations, was made here yesterday by William J. Heineman, vice-president in charge of distribution.

The promise was contained in a one-paragraph statement issued by Heineman following a luncheon conference with representatives of the joint Allied States-Theatre Owners of America committee. The UA conference marked the end of the series of individual film conferences conducted by the joint exhibition committee.



W. J. Heineman

Attending yesterday's meeting, in addition to Heineman, were Bernard G. Kranze, UA general sales manager, Walter Reade, Jr. and Wilbur

(*Continued on page* 4)

Sees AB-PT Earning $2

Due to the improvement in theatre business for the last six months of 1954 and for the first 17 weeks of 1955, the earnings of American Broadcasting-Paramount Theatres could well be in the neighborhood of $2.00 per share, according to an analysis of the stock brokerage firm of Reynolds & Co. issued here yesterday.

The American Broadcasting divi-

(*Continued on page* 4)

Sarnoff 16mm. Data To Be Given in N. Y.

From THE DAILY Bureau

HOLLYWOOD, July 12. — The RCA board chairman, David Sarnoff, and attorney Edward A. Sargoy will make depositions in the Government's 16mm. case in New York on July 19, with Justice Department trial lawyer Samuel Flatow conducting the examination, according to a petition filed here today with Federal Judge Leon M. Yankwich by Assistant U. S. District Attorney James McGrath.

Legal counsel for all dozen defendants will be invited to attend the interrogation.

Hochstetter Far East Manager for MPEA

Appointment of Leo D. Hochstetter as Far East manager of the Motion Picture Export Association was announced yesterday by Eric Johnston, president.

In his new assignment, Hochstetter will report through Irving A. Maas, MPEA vice president in charge of the Far Eastern area. The appointment of Hochstetter is part of Johnston's program for increased attention

(*Continued on page* 4)

Zanuck Denies Any Change in Status

Darryl F. Zanuck, 20th Century-Fox vice-president in charge of production, arrived here yesterday from London and issued the following statement in regard to a story which appeared in a trade paper ("Hollywood Reporter," July 11) concerning his future activities for the company.

"I have made no new deal, or any

(*Continued on page* 4)

General Teleradio-RKO Deal Reported On Again, This Time Closer to Climax

The on-again, off-again reported negotiations for the purchase of RKO Pictures' assets by General Teleradio was said here yesterday to be moving nearer to a closing stage. Thomas O'Neil, president of General Teleradio, is said to be conferring with Howard Hughes, the sole owner of RKO Radio Pictures, on details.

Officials of RKO Radio Pictures, could not be reached for comment yesterday. The reported deal, said to involve the payment to Hughes of about $27,500,000, was described to provide for the transfer to Teleradio of all assets including RKO's film library, and studio.

Individuals in the East close to Teleradio said that as far as Teleradio is concerned negotiations have reached a climactic stage. There was no official indication, however, of Hughes' sentiment at this point.

Despite TV Inroads

Canadian Investments in Construction Up in 1955

By M. L. SCHWARTZ

OTTAWA, July 12.—Despite all inroads of TV, Canadian investments in construction of theatres, arenas, amusement and recreational buildings will be higher at $14,387,000 during 1955 in contrast to $13,485,000 during 1954, Canadian Government reports.

Of the 1955 expenditures, $12,854,000 will go for new construction as compared with $11,756,000 in 1954, but only $1,533,000 will go for repairs as against $1,729,000 in previous year.

By provinces, such construction will show the following in 1955, figures in parentheses being for 1954: Ontario, $4,026,000 ($5,092,000), new, $3,382,000 ($4,524,000), repair, $644,000 ($568,000); Quebec, $5,206,000 ($2,677,000), new, $4,836,000 ($2,246,000), repair, $370,000 ($431,000); Nova Scotia, $463,000 ($382,000), new, $418,000 ($323,000), repair, $45,000 ($59,000); New Brunswick, $594,000 ($645,000), new, $561,000 ($548,000), repair, $33,000 ($97,000); Manitoba, $422,000 ($436,000), new, $378,000 ($352,000), repair, $44,000 ($84,000); Saskatchewan, $827,000 ($976,000), new, $759,000 ($901,000), repair, $68,000 ($75,000); Alberta, $938,000 ($1,168,000), new, $787,000 ($977,000), repair, $151,000 ($191,000) and British Columbia, $1,800,000 ($1,742,000), new, $1,654,000 ($1,566,000), repair, $146,000 ($176,000).

'Man from Laramie' In San Antonio Bow

SAN ANTONIO, July 12.—Columbia Pictures and the Interstate Circuit will combine tomorrow night to launch the four-city Texas premiere festival for "The Man From Laramie" to be held at the Majestic Theatre here.

James Stewart, star of the CinemaScope-Technicolor film, will arrive with producer William Goetz for a series of personal appearances he will make here and in Houston, Dallas and Ft. Worth.

The premiere festivities, for which advance hoopla has been generated in Texas the past eight days by four Columbia actresses, Kathryn Grant, Lucy Marlow, Cleo Moore and Connie Towers, get underway at a special press breakfast.

A Western parade will be the feature of the afternoon, with both Stewart and co-star Donald Crisp in the line of march. The Hollywood-style premiere in the evening will be spiced by two stage appearances by Stewart.

Among film industry figures who will be in attendance are Robert J. O'Donnell and Raymond Willie of the Interstate Circuit, and Columbia vice presidents A. Montague and Paul N. Lazarus, Jr.

Atlanta Censors Meet Today to Set Plans

ATLANTA, July 12.—The future policy of censorship here, in the light of the recent Federal court order to allow the showing of a banned picture, will be formulated at a meeting of the Library Board to be held here tomorrow. The Library Board is the local censoring body. William F. Floyd, Jr., president of the board, has refused to discuss the matter and probably will not do so until after Wednesday's session.

Attorneys now are studying the court decision and its probable future implications.

Okla., Tenn. Voice Toll TV Opposition

WASHINGTON, July 12.—Latest to go on record with the Federal Communications Commission in opposition to toll TV are four Oklahoma Chambers of Commerce, representing business and professional interests in Sayre, Hominy, Wewoka and Ardmore.

Meanwhile, in what is regarded as record opposition to toll TV, readers of the Knoxville "News-Sentinel" recently rolled up a margin of better than 136 to 1 in favor of maintaining the present system of sponsored TV programs.

"Of 820 comments," the "News-Sentinel" reported, "814 scored toll TV as too costly, un-American, smacking of business monopoly or ruinous to television set manufacturers.

"If toll TV is passed, I think my 21-inch Zenith will make a good hen nest," the newspaper quoted one "irate viewer" as writing.

'Davy Crockett' Suit Of Disney Is Settled

The litigation between Walt Disney Productions and Davy Crockett Enterprises, Inc. has been settled, it was jointly announced yesterday by both companies. Walt Disney Productions has dismissed its suit against Davy Crockett Enterprises, and Morey and Hannah Schwartz. Likewise, Davy Crockett Enterprises has dismissed its counterclaim against Walt Disney Productions.

Walt Disney Productions has obtained for its licensees full rights under the Davy Crockett Enterprises' trademark owned by Davy Crockett Enterprises, and Davy Crockett Enterprises has obtained for its licensees all of the rights of Walt Disney's licensees.

Retailers are now free to purchase clothing products from licensees of both companies without any doubts regarding legality.

PERSONAL MENTION

HOWARD DIETZ, Loew's vice-president in charge of advertising-publicity, and DAN S. TERRELL, publicity manager, will return to New York from the Coast on Friday.

•

MORT BLUMENSTOCK, Warner Brothers vice-president in charge of advertising-publicity, will leave the studios on Friday for a one-month vacation at Malibu Beach.

•

LEW SCHREIBER, 20th Century-Fox executive studio manager, and Mrs. SCHREIBER, arrived here yesterday from Europe, and will return to Hollywood over the weekend.

•

HUGH OWEN, Paramount sales vice-president, will leave New York today for Jacksonville, New Orleans and Dallas.

•

RAY MOON, Universal Pictures assistant general sales manager, will return to New York tomorrow from Chicago and Detroit.

•

SILAS F. SEADLER, M-G-M advertising manager, will leave New York at the weekend for a vacation on the Coast.

•

MARTIN QUIGLEY, JR., and MRS. QUIGLEY announce the birth on Monday of a daughter, PATRICIA BURNE.

•

ANTHONY ASQUITH, British writer-director, will arrive in New York later this week from London.

•

JOE FRIEDMAN, of the Warner Bros. home office field exploitation staff, has left here for Detroit, Buffalo and Toledo.

•

GREG WALCOTT is the father of a girl born to MRS. WALCOTT last week at Good Samaritan Hospital in Hollywood.

•

ARTHUR LUBIN, director, has returned to New York from Geneva, Switzerland.

•

IRENE DUNNE, left New York yesterday for Los Angeles.

TWA Plans Special Disneyland Flight

Trans - World Airlines has announced that it will operate a Super "G" Constellation as a "Disneyland Special Flight" from New York and Chicago to Los Angeles, on Saturday. This will be a special plane for Disneyland exhibitors and their guests only. The purpose of the exhibitor junket is to attend the special invitational premiere of the Disneyland Park.

Alford's Son Dies

Funeral services will be held tomorrow for Gregory Alford, eight-year old son of Frank Alford, assistant treasurer of the Motion Picture Export Association.

$304,000,000 Film Investment in TV Since '49-50 Season

The investment in film production for television since 1949-50 is in excess of $304,000,000, it was revealed yesterday with the release of Broadcast Information Bureau's latest TV Film Program Directory. This investment covers some 7,600 hours of TV-produced film fare that will be available this Fall.

This 7,600 hours does not include the 3,017 hours of feature film, nor the 989 hours of westerns that are available, nor the 216 hours of motion picture serials now available. There are, also, some 11,494 hours of motion picture shorts currently available. Cost of motion picture film is not included in the $304,000,000 figure, the directory states.

$92,920,000 for New Product

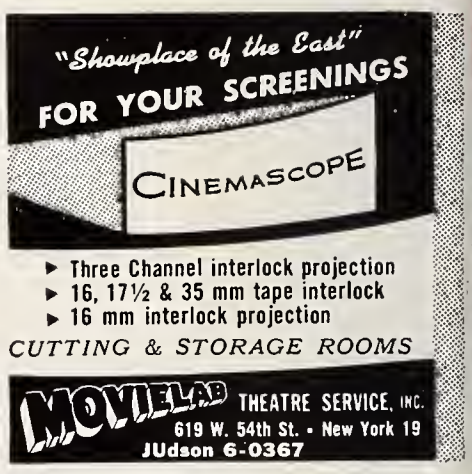
New product that will be sponsored this Fall and is currently in the making will cost an estimated $92,920,000 during the 1955-56 season.

Much of the production expense must be regained by third and fourth runs, the editor of the directory, Julienne (Judy) Dupuy, points out. She also points out that a good part of the $92,920,000 will be underwritten by advertisers that won't retain the picture rights beyond the second runs. Over 24 major banking institutions have a stake in TV film today.

Johnston Is Host to U Nu, Talent Guilds

HOLLYWOOD, July 12. — Eric Johnston, president of the Motion Picture Association of America, and Y. Frank Freeman, chairman of the Association of Motion Picture Producers, were hosts today to Prime Minister U Nu of Burma on the latter's first visit to a Hollywood studio. The party toured the Paramount lot, visiting "The Ten Commandments" set, among others.

Johnston, who arrived Monday night and will leave tomorrow night, entertained the officers of four principal talent guilds at a dinner held at the Beverly Hills Hotel, tonight. It is understood that recent guild resolutions calling on Johnston to stand firm against organized bodies seeking to make cuts or changes in films bearing the Production Code Administration seal were among the matters discussed.



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M-G-M HAS 3 OUT OF 10 TOP PICTURES AMERICA IS SEEING!

(3 TIMES AS MANY AS ANY OTHER MAJOR COMPANY)

★

VARIETY'S NATIONWIDE BOXOFFICE SURVEY OF THE "10 MOST POPULAR MOVIES" SHOWS

M-G-M FIRST!



"LOVE ME OR LEAVE ME" *(CinemaScope — Color)*

M-G-M presents in CinemaScope • DORIS DAY • JAMES CAGNEY in "LOVE ME OR LEAVE ME" • co-starring Cameron Mitchell • with Robert Keith • Tom Tully • Screen Play by Daniel Fuchs and Isobel Lennart • Story by Daniel Fuchs • Photographed in Eastman Color Directed by Charles Vidor • Produced by Joe Pasternak.

★



"BLACKBOARD JUNGLE"

M-G-M presents "BLACKBOARD JUNGLE" starring GLENN FORD Anne Francis • Louis Calhern • with Margaret Hayes • Screen Play by Richard Brooks • Based on the Novel by Evan Hunter • Directed by Richard Brooks • Produced by Pandro S. Berman.

★



"INTERRUPTED MELODY" *(CinemaScope — Color)*

M-G-M presents in CinemaScope • "INTERRUPTED MELODY" starring GLENN FORD • ELEANOR PARKER • with Roger Moore Cecil Kellaway • Written by William Ludwig and Sonya Levien • Based On Her Life Story by Marjorie Lawrence • Photographed in Eastman Color • Directed by Curtis Bernhardt • Produced by Jack Cummings.

★

NEXT: "THE COBWEB"

HOLLYWOOD
on the march

By SAMUEL D. BERNS

A NEW use has been discovered for Panavision's UltraPanatar anamorphic projection attachment. William and Edward Nassour utilized the lens for background process work in the anamorphic filming of United Artists' "The Beast of Hollow Mountain." The lens was used to create a 14-foot-high pre-historic monster, menace of the film, by means of the Regiscope animation-in-depth process, also developed by Robert Gottschalk's Panavision Corp.

☆

Sheldon Reynolds, having had the experience of two successful television programs, "Foreign Intrigue" and "Sherlock Holmes," will use a television campaign to launch Genevieve Page, his new star, in promoting "Foreign Intrigue" which stars Robert Mitchum.

☆

Theatre operators might be wise to start dreaming up sponsorship of monthly prizes which would enable lucky children and an adult to win free "Kiddie Krusades" to Disneyland, the most exciting new national attraction.

☆

Jim Davidson, expert cameraman from Texas, has interested a group of oil men and ranchers in financing Western productions in their home state. Robert H. Nolan's script "The Ghost of Ghost Town" will be the initial one of 12 features for the new company.

☆

Both RCA and Bing Crosby Enterprises are trying to improve on the development of their video tape recorders by reducing the speed of the tape. Crosby's system runs 180 inches per second. The boys are trying to figure a way of recording the images vertically instead of flat to do the trick.

AB-PT Earnings

(*Continued from page* 1)

sion of AB-PT was profitable in the first quarter of 1955 and substantially ahead of last year, Reynolds & Co. reports, adding that earnings in the second quarter of 1955 are well ahead of the same period of 1954.

It is the opinion of Reynolds & Co. that the real earnings potential of AB-PT is only beginning, and the future years could well see an expansion in earnings of major proportions.

American Broadcasting-Paramount Theatres, Inc., has been in the process of developing the potentially large earning capacity of its television network, which until this year has not yielded profits, the analysis states. At the same time, its profitable theatre business shows definite signs of improvement and higher earnings and, finally, it is conceivable that this company may emerge as another electronics-amusement company, with materially higher earnings and investment status, Reynolds & Co. stated in the prepared analysis.

On the basis of all information garnered about AB-PT, the purchase of that company's stock is recommended, the report stated.

Europe Status

(*Continued from page* 1)

Elizabeth" following extended business and vacation trips.

German, who attended an exhibitor exposition in Paris in May when many new amateur and professional 16mm. and 35mm. camera equipment, laboratory and technical devices were demonstrated, stated that foreign producers are now utilizing as much color in film making as U. S. producers.

"Color is moving rapidly in European film production so that roughly 60 per cent of all feature films are in color," German stated, pointing out that Technicolor's new plant in Paris, soon to be completed there, will help boost the amount of color being used in films.

German also revealed that the film industry in Germany is rapidly becoming a major European source for product, precision equipment and technical devices. Maintaining that he was mainly vacationing abroad, in England, France, Switzerland, Denmark and Sweden for two months, German said that wherever he and his wife went on the continent, "theatre business was quite good."

Expanded by Rosen

This remark was seconded and bettered by Rosen, who spent four weeks in London and Paris with his family. Met at the pier by S. H. Fabian, S-W president; Harry M. Kalmine, vice-president and general manager, and Harry Goldberg, director of advertising and publicity, Rosen declared that "theatre business in Europe is better than it is in the United States, due to a combination of factors." These include the foreign release of the better motion pictures which U. S. theatres have already played, plus good foreign product, and an improved economy which gives the public in Europe more money to spend."

Rosen said it was probable that "we would play an increasing number of English pictures because production was attuned to the needs of a world market, rather than for the British Isles, exclusively.

Reports Cinerama Popular

Commenting on his visit to Cinerama installations, he said that the medium was enjoying tremendous popularity both in England and on the Continent and that the general improvement in economic conditions in Western Europe was an important factor in the healthy motion picture business in free Europe generally.

Schreiber, who visited motion picture studios in England, France and Italy during his five week trip, said that a vast majority of the studios were busy with independent productions. "There is much activity in the studios abroad," the 20th-Fox studio official said, "with many of the films being made by American producers."

Picker, Youngstein

(*Continued from page* 1)

together UA executives and representatives from 11 countries in the Far East and Australia to map overseas sales goals.

The Japanese conclave, the second in the company's worldwide series of foreign sales meetings, will be followed by a convention in Latin America this fall. The initial gathering in the program of global distribution conferences took place in London in May.

RKO Pictures Net All from Interest

The operations of RKO Pictures Corp. for the three months ended June 30, resulted in a net profit of $52,537. For the six months ended June 30, operations resulted in a net profit of $100,274, it was announced yesterday.

Since March 31, 1954, when the corporation sold, with the approval of stockholders, all of its assets, its holdings have consisted solely of cash, substantially all of which is on time deposits with banks. The profit figures set forth above represent the interest income on such time deposits less corporate expenses.

Heineman

(*Continued from page* 1)

Snaper, both members of the joint exhibition committee.

Said Heineman in his statement: "We had an amicable meeting today with Reade and Snaper. . . . They gave us a full story of exhibitor problems and grievances. We are sympathetic to many of those problems, particularly the problems of small town exhibitors and the distressed situations. We promised to do everything in our power to get the cooperation of our producers in meeting these problems," he concluded.

Unique Situation Seen

It is understood that UA, as the sole non-producing company of the individual film companies conferred with by the joint committee, represented a unique situation to the committee, for the sales terms of many UA films are governed by the distribution company's agreement with the particular independent producer concerned.

Zanuck Denies

(*Continued from page* 1)

new arrangements, with the corporation," Zanuck stated.

"My present contract has always provided that, at my discretion, I can go into an advisory capacity and it also permits me to produce a certain number of personal productions exclusively for 20th Century-Fox. There is nothing new whatever in this situation, and I have certainly set no date for any change in my status with the corporation or with the studio.

"As far as the story concerning Buddy Adler, a number of months ago I announced Mr. Adler, one of the most capable producers in the industry, as a member of my executive staff, in addition to his duties as an individual producer at our studios, and his status also remains unchanged," Zanuck declared in his statement.

The 20th-Fox producton head will return to the studios tomorrow.

Framer Chairman

(*Continued from page* 1)

assistant chief barker, in the absence of chief barker William J. German, who has been in Europe.

Framer, a radio and television vetcran, is the producer of "Strike It Rich" and "The Big Payoff."

People

Fred Formichelli and **Guido Pogano** have formed "Family Overseas Talking Pictures" to shoot in overseas countries films of relatives of American families. When thirteen are completed they will be sold and booked on television as a series for spot announcements in the New York area.

□

H. Grant Theis has been appointed director of operations in Hollywood for CBS Television. Theis with CBS since 1941, was formerly manager of the film services department.

□

Otto Luther has been appointed an art director at the Monroe Greenthal Co. here.

□

Lester Gottlieb is now director of daytime programming for CBS television.

□

Otis L. Guernsey, drama and screen editor of the New York "Herald Tribune," will discuss two important pictures of the present season, "Not As A Stranger," and "Mister Roberts," at a symposium to be held in Toronto today.

□

Peter Kilman has been named assistant manager of the Parsons Theatre, Hartford.

□

Phillip L. Gundy, manager of the audio division of Ampex Corp., has been elected an officer of the company, it was announced by **Alexander M. Poniatoff,** chairman of the firm's board of directors.

Hochstetter

(*Continued from page* 1)

to the problems of the expanding Asian market.

Hochstetter, who joined the Motion Picture Association in 1952 as an assistant to Johnston in Washington, will leave for his new post in two weeks. He will make his headquarters in Tokyo.

A native of Chicago, Hochstetter attended the University of Chicago and received an LL.B. degree from National University in Washington.

A veteran newspaperman and writer, Hochstetter worked on newspapers in Washington and from 1946 to 1949 served as correspondent in the Middle East for CBS and North American Newspaper Alliance.

Diaz Heads RKO Colombia Branch

Pedro Diaz, former manager in Peru for RKO, has been promoted to manager of the Colombia exchange, it was announced yesterday by Walter Branson, world-wide sales manager. Arthur Herskovitz, from the home office foreign department, has been assigned to the Peru post.

Diaz joined RKO in 1949 as manager in Ecuador. In 1950 he became sales manager in Colombia, and three years later was appointed manager for Peru.

Johnston to Near East At End of the Month

WASHINGTON, July 12.—Motion Picture Association president Eric Johnston is scheduled to leave here at the end of this month on his fourth trip to the Near East as President Eisenhower's personal emissary to work out a solution of Arab-Palestine Water disputes. Aides said he is tentatively slated to leave on the 28th.

NT Plans

(*Continued from page* 1)

with his company backing the poll heavily.

In a luncheon talk, Joseph Ross, head of Daniels and Fisher, large Denver department store, declared that the problems of large downtown theatres are similar to those of downtown department stores and that large theatres should pay more attention to merchandising their product. Ross said theatres should change their design to more nearly fit modern methods and demands.

Afterwards Rhoden said that National Theatres is working on plans for large all-inclusive theatre designs covering four and maybe six acres, with parking, refreshments, etc., all available under cover. Seating could be in groups or single, as people might prefer, a sort of drive-in converted to indoor convenience. The theatre would be a long barrel-like affair with no proscenium arch.

More than 100 Eastern division personnel were present. The meeting will continue Thursday and Friday.

Frank H. Ricketson, Jr., Fox Intermountain president, presided today.

Start 9 Pictures; 32 in Production

HOLLYWOOD, July 12.—Nine new pictures were started last week and 11 pictures were completed, for a total of 32 pictures now in work.

Started were: "Battle Stations," "The Houston Story" and "44 Soho Square," Film Locations Prods. (Columbia); "The Lady Eve," VistaVision, Technicolor, and "War and Peace," Ponti-de Laurentiis, VistaVision, Technicolor (Paramount); "Glory," David Butler, Superscope, Technicolor (RKO Radio); "Treachery," (Republic); "Good Morning, Miss Dove," CinemaScope, color (20th Century-Fox), and "Three Bad Sisters," Bel-Air Prods. (United Artists).

Completed were: "Bobby Ware Is Missing," (Allied Artists); "Picnic," CinemaScope, Technicolor, and "Joe Macbeth," Film Locations, Ltd. (Columbia); "Hired Guns," Gannaway-Ver Hallen Prods. (Independent); "Guys And Dolls," Goldwyn, CinemaScope, Technicolor (Metro-Goldwyn-Mayer); "Come Next Spring," Trucolor (Republic); "News Is Made at Night," Friedlob Prods., "A Kiss Before Dying," Crown Prods., CinemaScope, Eastman Color, and "Alexander The Great," Robert Rossen, CinemaScope, Technicolor (United Artists); "World In My Corner," and "Away All Boats," VistaVision, Technicolor (Universal-International).

Reviews

"The Kentuckian"

(Hecht-Lancaster-UA)

(CinemaScope)

WELL along in this astutely filmed Hecht-Lancaster production of Felix Holt's "The Gabriel Horn," Burt Lancaster and Walter Matthau enact a fight sequence—bullwhip against bare hands—that hasn't been equalled, for realism, intensity, bloodshed and suspense, since that one in "Shane" that made film and box office history. This one could turn out to have similar commercial consequence. Prior to this fight sequence, there are many interesting aspects of life as lived in the Kentucky backwoods in 1820; James Monroe in the White House, paddle-wheel steamers plying American rivers, feuding still recognized as civilized practice and indentured service an accepted institution, all brought to the CinemaScope screen in warm color by Technicolor. And it is well after this fight sequence that the story ends in blazing musket fire. But it is by this fight sequence that people will identify "The Kentuckian" in their word-of-mouth which seems certain to spell out success for the picture.

Producer Harold Hecht assembled Dianne Foster, Diana Lynn, John McIntyre, Una Merkel, John Litel, John Carradine, Rhys Williams and young Donald MacDonald to head up Lancaster's large supporting cast, and engaged Pulitzer-prize-winning A. B. Guthrie, Jr., to write the screenplay. Lancaster, himself, directed, for the first time in his career, and he or Guthrie or both displayed a fine sense of pace and timing. Photography by Ernest Laszlo made the setting and background well worth viewing for their own sake.

In the story, Lancaster, his small son, MacDonald, and their hunting dog are headed West toward Texas to escape a family feud when a troublesome constable, seeking a payoff, jails Lancaster to await arrival of the feuders seeking to kill the male members of Lancaster's family. Miss Foster, indentured servant, aids Lancaster to escape and starts West with him and son. Hardship and adventures follow as Lancaster's backwoods customs clash with townfolk practices, and Miss Lynn falls in love with Lancaster, complicating matters, but when the feuders catch up with Lancaster, and get shot dead, he, Miss Foster, boy and dog head out for the West again, firm in their belief that their destiny lies in Texas.

Running time, 104 minutes. General classification. Release not set.

"Female on the Beach"

(Universal-International) *Hollywood, July 12*

THE pairing of Joan Crawford and Jeff Chandler in a distaff-side story, with Jan Sterling alongside, stacks up as a box office natural, especially when presented under a title that has its own provocative attributes and directed at soap-opera pace. With Cecil Kellaway, Natalie Schafer and Charles Drake heading up a similarly competent supporting cast, the production figures to run up impressive grosses just about anywhere and any time.

The picture was produced by Albert Zugsmith, using a script by Robert Hill and Richard Alan Simmons, from a play ("The Besieged Heart,") by Hill, and it was directed with deliberateness and precision by Joseph Pevney. It has the benefit of cinematographer Charles Lang's meticulous photography, and a word is to be said for the art direction of Russell A. Gausman and Robert Clatworthy which makes a stretch of beach and the interiors of a couple of beach houses look mighty agreeable.

In the story, Miss Crawford plays a wealthy young widow of a Las Vegas capitalist. Chandler portrays a gilded beachcomber who, having lost his latest widow-meal ticket by violent death the night before Miss Crawford arrives to occupy the premises, lays prompt siege to her affections. She discovers, by degrees, that he's a professional widow-lover subsidized by a pair of pseudo-socialites (Kellaway-Schafer) and possibly a murderer (of her predecessor) intent on doing her in after getting her money, but one night she gets lonesome and looks him up, nevertheless, with romantic results. There isn't much action in the story, naturally, but there's a good deal of emotional movement, shifting suspicion, changing viewpoints, vacillating affections, as in those daytime radio serials that play so well to the housewifely audience which is, as mentioned, the target public for this production. There is, however, a working out of the murder plot, with the unexpected outcome that is par for this type of plot.

Running time, 97 minutes. Adult classification. Release date unset.

WILLIAM R. WEAVER

19 Films in Work By RKO Producers

HOLLYWOOD, July 12.—Continuing production activity by the eight independent producing organizations now making films for RKO release, the studio has 19 properties in actual preparation for production at the present time.

Topping the list in number of properties in work is Edmund Grainger Productions, Inc., with a total of five. King Bros. Productions, three properties in work; Nat Holt-Lewis Rosen Productions, three; Panamint Pictures, Inc., two; Benedict Bogeaus Productions, two; Todon Productions, two; David Butler Productions, one, and Sol Lesser Productions, one.

Portland to Welcome Fox's 'Virgin Queen'

The City Council of Portland, Me., has proclaimed the week of July 17 as "Children's Theatre Week," as a tribute to 20th Century-Fox's "The Virgin Queen," which will have its world premiere at the Strand Theatre in the Maine metropolis on that day, with all proceeds going to the theatre organization. Portland was chosen as the premiere city largely because Bette Davis, star of the film, is a citizen of that city and a director of the Children's Theatre.

The July 17 premiere will draw newsmen from New York and New England, as well as many celebrities from the entertainment world.

National Pre-Selling

WALT DISNEY and Fess Parker (Davy Crockett) are the front "cover men" on the July 26 issue of "Look."

An entertaining and informative biography of Walt Disney also appears in the same issue. In addition there is a color spread of Disney's famous cartoon characters and a color page of photos from recent Disney releases. Two pages are devoted to Fess Parker's tour of 22 cities for the purpose of promoting the theatre vision of Davy Crockett.

•

Paramount's "The Seven Little Foys" has been selected by "Seventeen" as the picture of the month for August.

In this film, young people will hear many of the fine old melodic tunes made famous by Eddie Foy and sung in "The Seven Little Foys" by Bob Hope. Some of these are "Row, Row, Row," "Smiles," "Mary," "Nobody," and "Chinatown, My Chinatown."

•

"Woman's Home Companion's" family-approved movies department has recommended to its 10 million readers in the July issue, "Strategic Air Command," "Love Me Or Leave Me," "The Eternal Sea," "Strange Lady in Town."

•

"The King's Thief" and its star, Anne Blythe, are spotlighted in a full color page ad which appeared in the July 10 issue of "American Weekly." It is a tie-in ad with Lux Soap.

•

Florence Somers gives a helping hand to "Marty" in the July issue of "Redbook" by saying, "Even though there are no big names in this picture, the excellent acting makes this a film worthy of attention."

•

Leonard Slater, Hollywood editor of "Newsweek," wrote a personality story of Carol Ahmart, star of "The Scarlet Hour," for the July 11 issue. Three pages are devoted to the story which is illustrated by many interesting photos.

•

"Collier's" color camera made some beautiful photos on location of Columbia's "Picnic." They appear on a two-page spread in the Aug. 5 issue. The pictures feature Sue Strasberg, a new starlet, Kim Novak and William Holden who are "Picnic's" star performers.

•

Sheilah Graham is now writing a Hollywood column for "Silver Screen." The first column appeared in the July issue.

•

Louella Parsons has selected the following for citations in the July issue of "Cosmopolitan": "Not As a Stranger," as the best production; "The Night of the Hunter," best suspense drama; James Cagney as best actor for his part in "Love Me Or Leave Me," and Deborah Kerr as best actress for her work in "The End of the Affair."

WALTER HAAS

THE MAN TAKES OVER SAN ANTONIO TODAY!

SAN ANTONIO



JAMES STEWART
in THE MAN FROM LARAMIE

A COLUMBIA PICTURE
A WILLIAM GOETZ PRODUCTION

Co-Starring
ARTHUR KENNEDY · DONALD CRISP · CATHY O'DONNELL · ALEX NICOL · ALINE MacMAHON

with WALLACE FORD
Screen Play by PHILIP YORDAN and FRANK BURT
Based upon the SATURDAY EVENING POST story by Thomas T. Flynn · Directed by ANTHONY MANN

FACTS!
7 front-page newspaper breaks!
43 newspaper stories!
6 full-column interviews!
39 radio and TV appearances!
Thousands of phone calls per hour!

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MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 9 NEW YORK, U.S.A., THURSDAY, JULY 14, 1955 TEN CENTS

'One-Week Deadline'

Distributors Resent Threat By Ben Berger

Say 'Destructive Move' Endangers Harmony

By MURRAY HOROWITZ

The "one-week deadline" imposed by Allied States Emergency Defense Committee chairman Ben Berger for film company's to fulfill their "oral commitments" to EDC was scored here yesterday in distribution circles as a "destructive," "inflamatory" move.

One distribution executive maintained that his company, now in the midst of making a number of changes sought by the joint Allied-Theatre Owners of America committee, finds it discouraging to be hit at this time with a "threat." "The harmony built by the joint exhibition committee," he argued, "is endangered" if Berger's sentiments represent the views of responsible organized exhibition leaders.

Berger, in a statement last Tuesday from Minneapolis, said in part, that "so far we've had a lot of promises and not much action from the major film companies." Berger went on to say that EDC, the group of which he is chairman, wants the "promises" implemented by next

(*Continued on page 6*)

Slocum to Direct New Okla. Assn.

Special to THE DAILY

OKLAHOMA CITY, July 13. — E. R. (Red) Slocum, of El Reno, has been named executive director of United Theatre Owners of Oklahoma — the state's newest exhibitor unit, organized last month when Theatre Owners of Oklahoma and Allied Theatres of Oklahoma consolidated their interests.

The long-time theatre exhibitor and

(*Continued on page 6*)

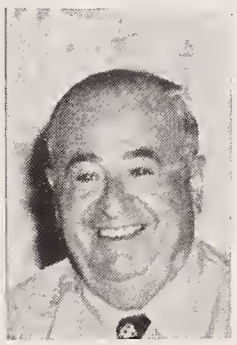
Motion Denied in Yonkers Action

New York Federal Judge Edward Palmieri yesterday denied a motion by Yonkers plaintiffs in an anti-trust suit to order distributor defendants to produce records of first run deals in the Yonkers area. The plaintiffs, Villaster Kent Theatre Corp. and Bur-Don Theatre Enterprises, operating the Kent and Terrace Theatres,

(*Continued on page 6*)

RKO Will Launch Grainger 16-Week Branch Sales Drive

The J. R. Grainger sales drive, a 16-week cash competition for RKO exchanges throughout the United States and Canada, will be launched Aug. 12, it was announced yesterday by Herbert H. Greenblatt, domestic sales manager. The sales drive, which utilizes the product from what is said to be the largest roster of independent producers in RKO history, marks the first time Grainger has given his name to a sales competition since becoming



J. R. Grainger

(*Continued on page 6*)

Columbia's Phone Campaign on Again

A battery of 30 telephones and playback devices has been set up here as part of Columbia Pictures "Call Jimmy Stewart" promotional campaign for "The Man From Laramie."

The phone number, which will be advertised in New York papers beginning next Monday, is JUdson 6-7020.

The Columbia campaign is currently in full swing in 14 other cities from coast-to-coast. Columbia had the star's recorded sales pitch in effect a short time ago here with 10 hookups, but the huge amount of calls was a challenge to the test run and the machines were switched off.

Power Strike Looms In Midwest Areas

Special to THE DAILY

ST. LOUIS, July 13. — Members of Local No. 148, AFL Operating Engineers, has set Sunday as a strike deadline in wage negotiations with the Union Electric Co. which operates power plants at Cahokia and Venice, Ill.; St. Louis and St. Louis County, and at Bagnell Dam in Missouri, and Keokuk, Ia. The union asks wage increases of 10 per cent plus fringe benefits, including liberalization of vacations. The average pay of workers under the old contract, which expired June 30, was $2.21 per hour for a 40-hour week. The strike would affect theatres in large areas in Missouri, Illinois and Iowa, including drive-ins and conventional theatres.

RKO, O'Neil Nearer Deal

Negotiations for the sale of RKO Radio Pictures assets to General Teleradio was said here yesterday to be continuing on a level which may result in deal closing this week-end.

The weekend forecast was made by a source close to General Teleradio here who added that if the deal is not consummated shortly, Teleradio president Thomas O'Neil might halt active leadership in the negotiations. O'Neil is reported currently in Hollywood participating in talks with

(*Continued on page 7*)

"To Catch A Thief"

(*Paramount*)

(VistaVision)

Hollywood, July 13

THERE is so much to enjoy in this latest Alfred Hitchcock masterpiece that its praises are certain to be matched by record-breaking grosses. It rolls out the carpet as a suitable welcome return to the screen for Cary Grant, and establishes potentials of a great screen team through the equally polished performance by stately, glamorous Grace Kelly.

The smartly-dialogued screenplay by John Michael Hayes, based on a novel by David Dodge, is developed on the premise that "To Catch A Thief" one must have had some experience in the illegal art, or if you will, "it takes one to know one."

Grant's distinctive style, speech and mannerisms are capitalized upon by Hitchcock with directorial touches of drawing-room whimsy intermingling the suspense and action throughout.

Featured importantly to round out the fine cast are Jessie Royce Landis who gives a delightfully earthy portrayal as Miss Kelly's dowager mother; John Williams, who will be remembered as the police

(*Continued on page 7*)

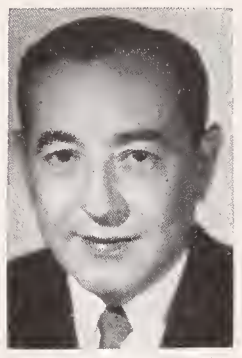
Over Treble Damages

Schimel, Celler Clash on Trust Law Changes

Celler Wants to Make It Easy for Small Business

From THE DAILY Bureau

WASHINGTON, July 13. — The chairman of the House Judiciary Committee said today that he would object to any change in the anti-trust laws which would make it harder for a small businessman to bring an anti-trust suit to the courts.



Adolph Schimel

Rep. Emanuel Celler (D., N. Y.) made the statement at a judiciary subcommittee hearing on a bill which would give judges discretion to award less than treble damages in anti-trust suits. Under the present law judges must award treble damages.

During an interchange with Adolph

(*Continued on page 7*)

Tighter FTC Rein on Export Associations

From THE DAILY Bureau

WASHINGTON, July 13. — The Federal Trade Commission today warned that it is tightening up its rules on the activities of export trade associations.

The Webb-Pomerene Act permits firms to combine in export trade associations to work together overseas, exempt from the anti-trust laws. The FTC supervises the activities of the

(*Continued on page 7*)

Ad Men Hear White On Kefauver Meet

The "thinking and temper" of the Senate Committee, headed by Sen. Estes Kefauver, as it relates to motion picture advertising, was relayed here yesterday to advertising and publicity executives by Gordon S. White, director of the Advertising Code Administration.

At the meeting of the advertising

(*Continued on page 6*)

Des Moines Salute To Paul Gregory

Special to THE DAILY

DES MOINES, July 13.—This city has proclaimed July 26 as "Paul Gregory Day" as a tribute to the producer and native son whose first motion picture production, "The Night of the Hunter," will have its world premiere here that evening at the Paramount Theatre.

Form Federation of 600 Film Groups to Coordinate Activities

To coordinate the activities of some 600 non-profit film societies in the United States, the American Federation of Film Societies was voted into existence at a founding convention at the Waldorf Astoria Hotel here recently with Frederick Goldman of Philadelphia being elected first president.

The national federation proposes to disseminate among its member societies information about new films, help locate rare or out-of-circulation pictures, provide program notes and bibliographies about films and filmmakers, and arrange for importation of non-commercial films of merit from foreign sources.

Will Aid New Societies

The AFFS is also pledged to assist in the formation of new film societies and help in program planning where needed. A handbook will be published this coming season. The founding convention for the film society federation resulted from a year's spade-work by an organizing committee, formed at the American Film Assembly in Chicago, April 1954. This group, under the auspices of the Film Council of America, conducted a national survey of film societies throughout the country and found most were interested in federating.

Other national officers elected include Gideon Bachmann, vice president; Cameron McCauley, vice president; Ernest Callenbach, vice president. The executive committee of AFFS includes Margareta Akermark, Arthur Assum, Warren Brown, Andries Deinum, Leo Dratfield, Jack Ellis, Jerry Kuehl, Louise Pliss, secretary; Yvette Ripplinger, Herbert Skoble, treasurer; Cecile Starr, Amos Vogel and Robert Greensfelder.

CBS Graphic Artists Join IATSE Group

Graphic artists employed by the Columbia Broadcasting System here have voted unanimously for the International Alliance of Theatrical Stage Employes as their collective bargaining agent.

They will be affiliated with the I.A.T.S.E.'s Radio and Television Department, which already covers a number of other CBS groups including property controllers, special effects and scenery expediters, set decorators, contact reporters and radio set-up men.

Col. Will Refurbish New Building Here

The George A. Fuller Construction Co. has been appointed by Columbia Pictures to carry out the $3,000,000 improvement program on the 15-story and penthouse building at 711 Fifth Avenue here which Columbia recently acquired.

The improvement program, under the supervision of Kenneth H. Ripnen Co., architects, and Krey & Hunt, engineering firm, will be undertaken with a goal of enabling Columbia to consolidate all of its now widely-scattered New York operations under one roof.

Complete air-conditioning of the structure, which contains 248,000 square feet of floor space, installation of new electric and plumbing facilities, soundproof ceilings and recessed lighting, as weli as a modernized elevator system will be key aspects of the general physical improvement to be accorded the property.

Subsidiaries to Be Housed

Upon acquisition of the building in March, Columbia had announced its intention to recondition the building for its own use and occupancy. The refurbished structure will serve as the New York home for Columbia and its subsidiaries, Columbia Pictures International Corp. and Screen Gems, Inc., the latter concerned with television film production and distribution.

Altec Closes Deal With Cinema Rentals

Altec Service Corp. has consummated a contract with Cinema Rentals of Hollywood whereby company service engineers will provide technical service and maintenance to Moviola installations in various independent television studios and film cutting rooms throughout the Hollywood area.

Moviolas, indespensable small-scale film and sound projectors, are in constantly-increasing use in the motion picture capital by TV producers because of the mounting number of television shows now presented on film.

D. L. O'Brien, branch manager of Altec's western division office, Los Angeles, closed the contract, which is effective immediately, with Cinema Rentals.

Laboratory Workers Agree on Wage Hike

The bone of contention in the agreement for a new contract between Local 702 and the film processing laboratories is the three-week vacation issue, according to Joseph E. McMahon, secretary of Republic Pictures and chairman of the management negotiating committee.

The union has accepted the laboratories' offer of the establishment of a pension fund at the rate of $4 per week or 10 cents per hour and a 12½ cents per hour increase, McMahon said yesterday.

Local 702 still is insisting on a three-week vacation period with pay for its members while the laboratories have included a two-week vacation with pay in their package, he said.

Patrick W. Campbell Dies; Film Veteran

Patrick W. Campbell, 64, radio and television program officer with the U.S. Information Agency in London, died after a heart attack. His home in the United States was in Los Angeles.

Campbell, who was widely known in American theatrical and film circles, joined the Information Agency in February, 1954, after a long career in the entertainment field. In London he served as liaison officer with the British Broadcasting Corp. and for the last 16 months had developed radio and television program exchanges between the Agency and American networks and the BBC.

Was Griffith Official

An early leader in the motion picture industry, Campbell was general sales manager for D. W. Griffith and general representative for United Artists from 1922 to 1930. Before that he had been connected with various other theatrical and film companies, including Pathe, as press representative, sales manager or general manager. He also had worked for Klaw and Erlanger, of New York, handling press relations for Helen Hayes, George Arliss and Alfred Lunt and Lynn Fontanne.

From 1951 to 1954 he was vice-president, secretary and part owner of George Bagnall and Associates, a California radio and television film producing organization.

Receiver Appointed For Conn. Drive-in

HARTFORD, July 13.—Superior Court Judge James C. Shannon has named a two-man committee, consisting of Louis Antos and David C. Mahoney, local businessmen, to appraise assets and real estate of the Turnpike Theatre Corp., operators of the Pike Drive-In.

At the same time, the judge appointed attorney Michael Radin as permanent receiver for the theatre corporation. Radin had been functioning as temporary receiver.

The receivership action was started by Lou Rogow, major stockholder in the theatre, who said the corporation was solvent but that its assets are in danger of waste.

Judge Shannon ordered that claims against the corporation be filed within four months.

Heat Wave Helps St. Louis Theatre

ST. LOUIS, July 13.—Theatres report excellent business during the prolonged heat wave in St. Louis, both at drive-ins and conventional air-cooled theatres. One manager said, "It's true. When the weather is like this, we really do sell cold air."

Russ Russo, manager of the Ambassador Theatre, reported "Cinerama Holiday" in its 21st week, grossed $21,000, compared with about $17,000 average before the heat wave. The matinees, he reported, have been particularly popular with shoppers who dropped in to escape the heat.

PERSONAL MENTION

BARNEY BALABAN, president of Paramount Pictures, is scheduled to arrive in New York today from Europe. JEROME PICKMAN, distribution vice-president in charge of advertising-publicity, and RUSSELL HOLMAN, Paramount assistant secretary, have returned here from the Continent.

•

JACK COHN, Columbia Pictures vice-president, and MRS. COHN will arrive in New York from Europe today aboard the "Liberte."

•

TED HARRIS, managing director of the State Theatre, Hartford, became a grandfather for the first time with the birth of a girl to his daughter, MRS. MARVIN KOPPEL.

•

F. J. A. MCCARTHY, Universal Pictures Southern and Canadian sales manager, will return to New York today from Washington.

•

SEYMOUR SCHUSSEL, Eastern division sales manager for I.F.E. Releasing Corp., will return to New York tomorrow from Philadelphia.

•

GEORGE WELTNER, in charge of worldwide sales for Paramount, will arrive in New York from Europe at the weekend.

•

NAT LEVY, RKO Radio Eastern-Southern division sales manager, left here yesterday for Boston.

•

CORNELL BORCHERS, European actress, has arrived in New York from the Continent.

•

LOU COHEN, of Loew's Poli, Hartford, has returned there with MRS. COHEN from Minneapolis.

•

HERB CROOKER, of the M-G-M publicity department, has returned to New York following his vacation.

•

MRS. BARBARA BOSCH, of the M-G-M Minneapolis branch, has arrived in New York from there.

•

HERMAN KAFF, Universal Pictures exploitation manager, has left here for Washington.

•

ARTHUR LUBIN, director, has arrived in New York from Europe.

French Celebrate At "Cinerama"

Representatives of the French business community in New York, including the wine, perfume and fashion industries, celebrated their national holiday, Bastille Day, last night by attendance at the evening showing of Louis de Rochemont's "Cinerama Holiday" at the Warner Theatre prior to a round of parties tonight.

Count Jean de Rochambeau and Count Philippe de Lafavette led the group that viewed the French travel scenes in the second Cinerama film.

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PEOPLE

Ralph W. Budd, personnel director for Warner Bros., has begun a series of lectures entitled, "What Is a Motion Picture?" which will include a comprehensive outline of all the phases that go into the making of a picture. Budd will speak before Rotary, Kiwanis, Lions Club, Chambers of Commerce, Women's Clubs, high school audiences, and other community groups. His next talk is scheduled for next Wednesday at the McAlpin before the Kiwanis Club of New York.

¤

L. Byron Cherry has joined the Columbia Broadcasting System, Inc., as management consultant. Cherry formerly was with General Electric as general manager of the outdoor lighting department.

¤

John Payne, star of RKO's "Tennessee's Partner," will most likely premiere the picture at his own theatre, the Park, in Roanoke, Va., the actor's hometown. Payne would appear in person at the premiere-homecoming festivities, along with his co-stars, **Donald Reagan, Rhonda Fleming,** and **Coleen Gray.**

¤

William H. Tankersley, director of CBS radio program operations in Hollywood, has been appointed director of editing for the networks Hollywood office.

¤

A. Richard Dahlem has been appointed an assistant superintendent of the roll film division, Kodak Park Works, Rochester.

¤

Bruno Maine, for many years stage designer and art director for the Radio City Music Hall, was commissioned by **Leon Leonidoff** to design the stage setting to accompany "Mr. Roberts" which opens at the Music Hall today. Two of the regular Music Hall annual revivals designed by **Bruno Maine** are the stage settings, "Glory of Easter" and "The Nativity."

Two More Theatres Install RCA Chairs

CAMDEN, N. J., July 13.—Sales of RCA's Griggs theatre chairs to the 1200-seat Keswick Theatre, Glenside, Pa., in suburban Philadelphia, and the 878-seat Boulevard Theatre, Minneapolis, have been announced by A. J. Platt, manager of theatre equipment sales, Engineering Products Division, RCA.

The Keswick Theatre installation, scheduled for completion around July 15, will provide RCA "push-back" chairs which move out of the way of patrons passing through the seating lanes. The "push-back" seats were sold to the theatre by Blumberg Brothers, Inc., RCA theatre supply dealer in Philadelphia.

The Boulevard Theatre installation, now completed, includes fully upholstered types of seats which feature an automatic device that raises the seat and holds it upright when not occupied. The chairs were sold by Frosch Theatre Supply Company, RCA dealer in Minneapolis.

WB's Leicester Square, London, Must Answer Quota Violation Charges Today

From THE DAILY Bureau

LONDON, July 13.—Warners' Leicester Square Theatre must answer charges tomorrow in Bow Street Police Court of not fulfilling its Quota Act requirements for 1953. The charges were filed by the Board of Trade.

It is understood that the Warner circuit will rest its defense on the fact that the theatre ran the 3-D picture "House of Wax" for 21 weeks and hence did not have sufficient playing time available to fulfill quota requirements. The long run, the circuit claims, was undertaken in order to stimulate theatre business with the then novel 3-D device and it argues that it should not be penalized for having made an effort to sustain British theatre business in a time of industry recession.

It is believed that the likely outcome of the case will be that the circuit will be fined only a nominal sum with the court taking the view that the long-run was justified.

Murphy and His Film Hailed in Washington

WASHINGTON, July 13.—An impressive invitational preview here tonight of Universal-International's CinemaScope production of "To Hell and Back" drew a distinquished assemblage, capping two days of ceremonies in the Capital honoring Audie Murphy, America's most decorated war hero, of whose life the picture is a screen autobiography.

Among those who attended last night's invitational screening of "To Hell and Back" were Deputy Secretary of Defense Robert B. Anderson; Assistant Secretary of Defense and Mrs. Carter Lane Burgess; Chief Judge, Court of Claims, and Mrs. Marvin Jones; Major General and Mrs. Gilman C. Mudgett, Senator and Mrs. Price Daniel, and a large contingent representing both houses of Congress.

'Thing' 2-City Debut In N.Y., Singapore

"Love Is a Many Splendored Thing," 20th Century-Fox CinemaScope feature starring William Holden and Jennifer Jones, will have simultaneous, international world premieres late next month in New York and Singapore.

Launching of the Buddy Adler production in the city on the Malay Peninsula concurrently with its debut at New York's Roxy Theatre was requested by Loke Wan Tho, leading exhibitor, and other prominent citizens of Singapore stemming from the film's oriental background and the actual location filming in that area.

Production executives and stars of the picture have expressed eagerness to attend the festive openings of the picture and efforts are being made to clear their respective schedules to enable them to fly to Singapore for the Far Eastern introduction of the film.

Twentieth Century-Fox president Spyros P. Skouras, currently on a business trip which will take him to key cities of Asia, is expected to be on hand for the Singapore premiere of the picture.

To Build N.C. Theatre

CHARLOTTE, July 13.—Stewart and Everett Theatres will begin building a 925-seat $200,000 theatre in Jacksonville, N. C. on Monday, according to C. B. Trexler, circuit vice-president and treasurer. The house is expected to be completed by November.

Five Wayne Features Offered TV Stations

HOLLYWOOD, July 13. — Five John Wayne feature pictures produced for Republic in the 1940-42 period are offered television stations as top values in new group of films known as the Emerald Group, it was announced today by Earl R. Collins, president of Hollywood Television Service, Inc., who said the films are now available in the organization's 32 exchanges.

The Wayne features are "Three Faces West," "Wheel of Fortune," "Lady for a Night," "Lady from Louisiana" and "In Old California."

Collins said the Emerald Group "will augment the previously announced Diamond Group."

'Laramie' Caravan In Houston Today

HOUSTON, July 13.—"The Man From Laramie" caravan will arrive here tomorrow on the second stop of the four-day Texas premiere festival for Columbia's Jimmy Stewart starrer. Following tonight's world premiere at the Majestic Theatre in San Antonio, Stewart and company plan to repeat with the same formula here.

A press breakfast, afternoon Western-style parade and the big night opening at the Majestic here will constitute the basis of the program. Between times, Stewart, producer Bill Goetz, co-star Donald Crisp and Columbia actresses Kathryn Grant, Lucy Marlow, Cleo Moore and Connie Towers will make television and radio appearances.

Say 'Itch,' 'Bamboo' Hold B'way Strength

"The Seven Year Itch" and "House of Bamboo," 20th Century-Fox's two current CinemaScope attractions on Broadway, are continuing at a fast boxoffice pace respectively at Loew's State and Brandt's Mayfair, according to latest theatre reports to the company.

The comedy starring Marilyn Monroe and Tom Ewell has entered its sixth week at the State, maintaining a good clip which has established the Charles K. Feldman production as one of the biggest hits to play the showspot.

"House of Bamboo," a Buddy Adler production, starring Robert Stack, Robert Ryan, Shirley Yamaguchi and Cameron Mitchell, scored heavily in its opening week at the Mayfair, and in the initial 3-days of the second week is showing marked holdover strength.

TENT TALK

Variety Club News

LONDON.—Mme. Suzy Volterra, owner of the 1955 Derby winner, Phil Drake, is flying from Paris on July 12 to be the guest of the Variety Club of Great Britain at the Savoy Hotel on the same day. A newsreel film of Phil Drake's Epsom win is to be screened at the function in honor of the celebrated French sportswoman.

A further Derby "touch" will be provided by the presentation of the £2,240 first prize won by Mrs. E. Morris, of Finsbury, N. 1., in Variety Club's Derby Sweepstake Draw. Mrs. Morris is a crippled old-aged pensioner. The other main prize-winners will be present to receive cheques.

Variety Club's chief barker, James Carreras, has also arranged for the Club's golf team to entertain their opponents of the Water Rats side whom they beat in a special challenge match at Clacton on June 5. The Variety team will receive the £500 silver trophy and £500 cheque awarded by Crew Member Bill Butlin.

Another presentation will be that of the C. J. Latta Cup to Macgregor Scott, who with Arthur Abeles will further receive the James Carreras Mugs, which were won at Variety's own tournament at Coombe Hill on May 26.

△

HOUSTON.—Variety Club chief barker Mack Howard has presented the 5,000th member of Variety Boys' Club of Houston his membership card. Only three years old, the club has about 3,600 active members, Howard said, pointing out that approximately 1,400 boys have either reached the 18-year-old limit, or moved out of town. Initial facilities included a $200,000 clubhouse with workshop, library, gym, game room, kitchen and meetings rooms. The new swimming pool was opened in June. An annual summer camp, a 42-piece band and orchestra, an employment service, an art department and several sports and club programs have now been incorporated as basic club activities.

Canada Film Imports Up

OTTAWA, July 13. — Canadian film imports increased to $3,760,000 in the first four months of 1955 in comparison to the $2,744,000 for the same period of last year, the Canadian government reported.

48-Hour Continuous 'Roberts' Opening

SAN FRANCISCO, July 13.—A 48-hour continuous opening will launch Warner Bros.' "Mister Roberts" in its first West Coast showing at the St. Francis Theatre here on Friday. Starting at 6:45 A.M., the Leland Hayward production will play through to Sunday morning without a break between shows.

Earlybird patrons will be served coffee and doughnuts at the "breakfast" showings Friday and Saturday mornings; also to "owl" show customers between midnight and dawn Saturday and Sunday.

He starts the fanfare July 27th!



THAT'

You'll be seeing a lot of "JACK" soon!
—Warner Bros.

WHEN JACK WEBB BEGINS

THE MOST INTENSIVE IN-PERSON BUILD-UP

THE INDUSTRY HAS EVER SEEN!

THE GIANT DAY-BY-DAY, CITY-BY-CITY

MONTH-LONG PERSONAL APPEARANCE

SEND-OFF FOR **JACK WEBB**

AS PETE KELLY IN

PETE KELLY'S BLUES

WRITTEN BY RICHARD L. BREEN

STARRING **JANET LEIGH**

EDMOND O'BRIEN

PEGGY LEE

ANDY DEVINE · LEE MARVIN · ELLA FITZGERALD

A MARK VII LTD. PRODUCTION · DIRECTED BY JACK WEBB

PRINT BY TECHNICOLOR · PRESENTED BY WARNER BROS.

WARNERCOLOR CINEMASCOPE STEREOPHONIC SOUND

And on July 24th watch and listen to the way the entire Colgate Variety Hour (NBC-TV)-with Jack Webb starring- will shout out the news about Pete Kelly's Blues!

REMINDER FROM COMPO: DID YOU MAIL YOUR NOMINATIONS FOR AUDIENCE AWARDS?

Grainger

(Continued from page 1)

president of the production-distribution organization.

Sixteen features providing name casts, wide-screen techniques and color processes will be available to the RKO exchanges, Greenblatt said. "Extraordinary cash prizes will be awarded to winning district and branch managers, with proportionate cash prizes to runners-up," the domestic sales chief added.

Pointing out that the name of the RKO president is "synonymous with good will in the industry," Greenblatt wired RKO district and branch managers that the high esteem in which Grainger is held "will enable you to enlist the whole-hearted co-operation of exhibitors everywhere during this testimonial period in his honor."

Calling Grainger "one of the best

Tevlin Enthusiastic

loved men in our industry," C. J. Tevlin, vice president in charge of operations at RKO studios, predicted "record billings" during the sales drive period which ends Dec. 1.

The roster of features to be released during the Grainger drive are: Howard Hughes' "Underwater!," "Tarzan's Hidden Jungle," "Hansel and Gretel," "Quest for the Lost City," "Wakamba!," "Rage at Dawn," "Escape to Burma," "Son of Sinbad," "Pearl of the South Pacific," "Bengazi," "The Conqueror," "The Young and the Brave," "Tennessee's Partner," "Glory," "Texas Lady," "Treasure of Pancho Villa."

Slocum to Direct

(Continued from page 1)

former film salesman will assume his new duties when United opens a Film-row office on Monday at 20 North Lee St.

Slocum is a partner of Video Independent Theatres, Inc., at El Reno. He is turning the management of the El Reno operation over to Jim Rush of Hobart, but will continue to own his interest in the theatres, and also will continue to reside in El Reno.

As executive director, Slocum plans to immediately undertake an active membership drive, set up a complete library of promotional ideas to aid the theatres in attracting public attention and better box office, organize legislative and other committees, handle details for conventions and visit the members' theatres as often as possible.

Slocum was director of Theatre Owners of Oklahoma for eight years. He was board chairman in 1951. He joined TOO when he entered the business at El Reno.

U-I to Use VV For 'Russell'

HOLLYWOOD, July 13.—The second Universal-International production to be filmed in the VistaVision process will be "The Charles Russell Story," it was announced by Edward Muhl, vice-president in charge of production.

The first VistaVision production U-I is producing is "Away All Boats."

In addition, Muhl said that seven feature films have been turned out by U-I in CinemaScope and that one 3-D production is currently in release.

HOLLYWOOD . . on the march

BY SAMUEL D. BERNS

MILTON BERLE will film the life of his mother, Sandra, as an independent project when he arrives to start the TV season here in the fall.

☆ ☆ ☆

Warners will host a press luncheon on Saturday at the studios, introducing casts and personnel making "Warner Brothers Presents," ABC-TV network show.

☆ ☆ ☆

This is Disney Week in Hollywood, with Disneyland's opening ceremonies prologued by a couple of nights at the Hollywood Bowl featuring music from Disney's films, and Fess Parker and Buddy Ebsen lending their vocal chords to please "Davy Crockett."

☆ ☆ ☆

William Bendix has formed Benart Productions with his agent Stuart Stewart to film Horace McCoy's "The Deaf and Dumb Wrestler."

☆ ☆ ☆

"The Bold and the Brave" has been written as a title theme song for the Filmmaker-Hal Chester production by Mickey Rooney and Ross Bagdasarian.

☆ ☆ ☆

Melvina Pumphrey, an MGM studio publicity alumnus, joins Arthur Jacobs' public relations staff as executive associate.

☆ ☆ ☆

Latest ticker tape on Jimmie Stewart has him working in a four-day personal appearance in Texas promoting Columbia's "The Man From Laramie" while handling assignments at Warners and Paramount.

☆ ☆ ☆

Carol Ohmart, new Paramount star of "Scarlet Hour," is getting a whirlwind press build-up.

☆ ☆ ☆

Arthur M. Loew Sr., Howard Dietz and Charles Reagan, part of Loew's visiting Eastern echelon, are huddling with Dore Schary on the domestic and world-wide distribution of the current crop of new films.

☆ ☆ ☆

The success of "Blackboard Jungle" inspired the purchase, by the same studio, of "The Red Car," a suspense story of insane driving on highways.

☆ ☆ ☆

Jimmy Saphier is packaging an independent film deal to star Tom D'Andrea and Hal March in a feature version of their TV show, "The Soldiers." Time for another "At War With The Army"?

☆ ☆ ☆

All in a day's work: John Lupton, co-starring with Margaret O'Brien in Dave Butler's "Glory" for RKO, was given time off to complete his love scene with Lana Turner for MGM's "Diane."

☆ ☆ ☆

Ben Bogeaus will have John Payne, Arlene Dahl and Rhonda Fleming favoring the marquee value of "Slightly Scarlet" which rolls on Monday.

☆ ☆ ☆

Donald O'Connor will leave the country for a European vacation right after Labor Day.

☆ ☆ ☆

Hal Wallis has Anita (Miss Sweden) Eckberg tied to a five-year contract for one film per year.

☆ ☆ ☆

"Decision At Durango" made it possible for Rory Calhoun and his wife, Lita Baron, to finally work in a film together. Jack Arnold is directing them at U-I for producer Al Zugsmith.

☆ ☆ ☆

Four hundred extras, mostly teen-agers, were on hand to depict Benny Goodman's first successful appearance at N.Y.'s Paramount Theatre, in the film story of his life. Don't look too closely, but director Valentine Davies is shooting the sequence at the United Artists Theatre in downtown L. A.

Distributors

(Continued from page 1)

Wednesday, when the EDC is scheduled to meet in Washington.

Another distribution official contrasted the tenor of Berger's "threat" with the statement issued by the joint exhibition group only two weeks ago upon the virtual completion of the round of individual company conferences. That statement, which was joined in by Allied president Rube Shor and EDC members, the sales executive stated, pointed out that distribution "recognizes" and "appreciates" the serious economic position of exhibition, particularly that of the smaller exhibitor.

Suggests Repudiation

The same distribution official then raised the question of why some responsible leader in either TOA or Allied had failed to repudiate Berger. Members of the joint committee, he went on, know that it takes time to change some trade practices and they were so informed by "our company." Other film companies, he continued, promised to study the complaints voiced by the joint exhibition group with the view of taking sought-after corrective measures. That, too, he added, takes time.

The distribution official regretted that the Berger statement might spoil the industry harmony, which, he said, had been maintained through the last month or so, during the period of the individual film company conferences. He questioned whether the industry is to return to the "violent threat" stage, a period, he added, which was marked by the refusal of distribution companies to meet with organized exhibition at a round-table conference because distribution to a large extent felt that such a conference would be weighed down by unwarranted charges by organized exhibition.

Praises Joint Committee

In contrast, the sales executive praised the approach of members of the joint Allied-TOA committee whom, he said, at the meeting with his company executives acted as "reasonable men" intent upon settling mutual problems with other "reasonable men."

Ad Men Hear White

(Continued from page 1)

and publicity committee of the Motion Picture Association of America, White also displayed the advertising criticized by Sen. Kefauver at the June hearing in Hollywood on juvenile delinquency. The display was the same one used by the Senator at the hearings.

The meeting, held for the "information and guidance" of advertising executives here, was highlighted by a question and answer period following an account of the hearings rendered by White.

Yonkers Action

(Continued from page 1)

respectively, in Yonkers, had asked treble damages of $1,170,000, charging that they had been deprived of clearance and run.

Defendants, however, claimed that the plaintiffs had asked only for second run in their complaint and that the request for first-run records was not relevant. The judge agreed.

Schimel

(*Continued from page* 1)

Schimel, Universal's general counsel, who was testifying for the bill as chairman of the law committee of the Motion Picture Association of America, Celler declared it is already "a Herculean task" for a small businessman to bring an anti-trust suit against a large corporation. Large business has a battery of legal talent at its disposal, Celler said, and, in addition, can afford to wait out the time it takes a case to come to judgment.

"If you are going to make it more difficult," Celler told Schimel, "I, for one, would raise objections."

Rebuttal by Schimel

Schimel replied that 90 per cent of anti-trust cases today are brought after the Government has won an anti-trust case in an industry.

"That's what Congress intended," Celler said. He told Schimel he had been on the judiciary committee for 25 years and had only heard complaints about mandatory treble damages in the last few Congresses.

"The only ones who made the outcry are the motion picture people," he said.

"Since 1946," Schimel declared, "we have had between 750 and 1,000 anti-trust cases. If our experience is of benefit to the industrial and economic community at large, we see no objection to presenting it at the proper places."

Celler Concurs

Celler said he didn't see any objection, either. He suggested that perhaps there hadn't been "much enforcement" of the anti-trust laws until recent years, and that "when the Government cracked down," private citizens followed. "It's too difficult," he said, "for a private citizen to bring a suit without the advantage of a Government suit."

Early in his testimony Schimel stated that there has been a turning point in the award of damages. Since the Bigelow case, he declared, "the damages which have been awarded have not been the actual damages suffered by the plaintiff but in most of those cases have been highly speculative damages."

In his prepared statement, Schimel said that as a result of the Paramount decree and the mandatory treble damage provision, "anti-trust litigation in our industry has become a form of prospecting for gold," and that "substantial damages judgments have been awarded in cases having no relationship to the actual wrong done."

He declared that "serious questions of statutory construction" are raised by the use of the word "willful" in the proposed bill, which says that if the court finds a willful violation of the anti-trust laws it must award treble damages.

Schimel wanted to know if "willful" would mean that the defendant "intended what he did" or that he intended "to do wrong." He also wanted to know whether the question of "willful" violation should be settled by the jury on the basis of fact or by the judge on the basis of law.

At one point, Schimel referred to testimony given to the committee last week by Abram F. Myers, who spoke against the bill for Allied States Association. Myers had urged the committee to investigate the Justice Department's policing of the industry decrees before reaching any conclusion.

Schimel described Myers' testimony as dealing "largely with intra-industry problems in the motion picture industry," and said the same charges had been presented to the Senate Small Business Committee several years ago.

Although he didn't intend "to use this judiciary committee as a forum for airing the distributor side of the industry's manifold problems," Schimel said that he wanted to point out to the committee that the Department of Justice "has and is zealously policing the several decrees in U. S. vs. Paramount."

Rep. Abraham J. Multer (D., N. Y.) told the committee that the proposed change "will weaken substantially the deterrent effect which treble damage actions presently occupy in our anti-trust framework." Multer pointed to what he called "the switch in the Department of Justice," which opposed the change under the Truman Administration but is backing the change.

Multer said the official position of the Department of Justice before this Congress and the previous one has been given "not by the Attorney General or even by the Assistant Attorney General in charge of the anti-trust division, but by the Deputy Attorney General, William P. Rogers." Rogers was a partner in Royall's firm before he became Deputy Attorney General, he pointed out.

After today's hearings, Celler announced that some additional witnesses still wish to be heard and that further hearings will be held at some future date.

"To Catch A Thief"

(*Continued from page* 1)

inspector in Hitchcock's "Dial M—," is adroit in his concept of a British insurance company representative; and Brigitte Auber, a most ingratiating French girl, has been chosen to characterize a past association with Grant in French resistance forces of underground during World War II.

Apart from the warmth of its personalities, there are choice bits of direction that are purely Hitchcock, especially in a sequence between the two stars where the romantic interlude is intercut with several bursts of fireworks which grow in intensity to punctuate passionate mood of scene, Lyn Murray's musical score, and Edith Head's fascinating costume creations. VistaVision gets its biggest boost to date through the camera eye of Robert Burks in capturing in color by Technicolor the life-like scenic splendor of the French Riviera.

Notable for its sharp photographic quality, an unforgettable automobile chase, taken from a plane several hundred feet in air, gives thrilling evidence of the VistaVision range.

The story deals with a suspicion that Grant, whose earlier reputation as a famous jewel thief, known as "The Cat," is responsible for a series of thefts along the Riviera. In order to clear himself, he convinces Williams to bail him out of a police trial so he can help expose a new "Cat" and thereby save his company settlements on theft claims. His plan brings him together with wealthy Jessie Royce Landis and daughter Grace Kelly, who would eventually provide another reason for a visit by the trackless thief. An exciting chase climax across rooftops after a costume ball exonerates Grant as he captures the cunning . . . now that would be tellin'!

Running time, 97 minutes. General classification. Release in August.

SAMUEL D. BERNS

"The Night Holds Terror"

(*Columbia*) *Hollywood, July* 13

THE seasoned Andrew Stone, whose contributions to the art of his choice have embraced about all of the professional activities that there are, comes to market now with a smashing melodrama written, produced and directed by himself as if he were three craftsmen, instead of one, and all tip-top. As writer, as producer, as director, and as all of them together, he has set for himself a new high standard of proficiency in putting together a melodrama, without names, certain to make a name for itself and a dollar for an exhibitor. It's explosive, exploitable product, sure to start its customers talking about it—so why not get the jump on them?

It is a circumstance of possible concern to some exhibitors that the production is rife with violence, a content that's been coming in for a good deal of organized complaint lately, but it sets no new limits in this respect. On the other hand, it does set some new limits for the treatment of kidnapping on the screen, and this fact in itself—allowing detailed exposition of operations employed by police as well as by criminals in kidnapping cases—may account in a substantial way for the remarkable impact of the picture.

In the story, Jack Kelley, an aircraft worker, picks up on the highway a hitch-hiker who turns out to be one of three killers who intend taking his money and car and leaving him dead in the desert. When they learn that his car is nearly paid for, and that his father is a Los Angeles millionaire, they take him back to town (Lancaster, Calif.) and force him at gunpoint to sell the car, thereafter staying overnight in his home, terrorizing his family. By the next day they have enlarged their plans to include holding him for $200,000 ransom, and the story tension tightens up sharply as they hide him out in Los Angeles, communicating with his wife by phone. The police and phone company, newspapers and state authorities, work together frantically to locate them and—in a hail of lethal lead at the conclusion—apprehend them and rescue their prisoner.

Players, in addition to Kelley, are Hildy Parks, Vince Edwards, John Cassavetes, David Cross, Edward Marr, Jack Kruschen, Joyce McCluskey, Jonathan Hale, Barney Phillips, Charles Herbert, Nancy Dee Zane and Joel Marston.

Running time, 85½ minutes. Adult classification. Release date unset.

WILLIAM R. WEAVER

FTC Rein

(*Continued from page* 1)

Motion Picture Export Association and many other export associations under the Webb-Pomerene Act.

For many years, the FTC has ruled that nothing that an export trade association does overseas can be held to violate the U. S. anti-trust laws unless it has some detrimental effect on firms in the United States. That policy has now been changed, and the FTC will not consider exempt from the anti-trust laws any price-fixing agreements that an export trade association makes with a foreign competitor. In other words, an export association entering into such an agreement can run afoul of the anti-trust laws even though there is no proven effect on some other United States firms.

First Change in 30 Years

The new FTC policy was outlined in a letter to an undisclosed export association. The letter was made public by the FTC, with the association's name removed, on the ground that the change was the first major policy change under the Webb-Pomerene Act in over 30 years, and affected all trade associations.

Ellis Arnall, president of the Society of Independent Motion Picture Producers, has made repeated protests to the FTC about the activities of the Motion Picture Export Association. It wasn't clear just how the activities complained of by Arnall would in any way be affected by the new ruling.

RKO-Teleradio

(*Continued from page* 1)

Howard Hughes, the sole owner of RKO Radio Pictures.

Not involved in the deal is RKO Pictures, the former holding company of RKO Radio Pictures, before Hughes' buy-out of the latter company. RKO Pictures, the principal stockholders of which are Hughes and Atlas Corp., is a shell of a company whose only assets consist of cash.

Wants RKO Radio Kept

One of the hitches in the month-long talks on the sale of RKO Radio assets is said to be a sought-after promise demanded by Hughes that Teleradio should continue to keep the RKO Radio company functioning as a distribution agency for theatrical motion pictures. It is understood that O'Neil has acceded in some measure to the Hughes request.

Officials of RKO Radio Pictures again declined comment here yesterday. The reported deal, said to involve the payment to Hughes of about $27,500,000, was described to provide for the transfer to Teleradio of all assets, including RKO's film library and studio.



THE MAN TAKES OVER HOUSTON TODAY!

HOUSTON

SAN ANTONIO



JAMES STEWART
in **THE MAN FROM LARAMIE**

A COLUMBIA PICTURE — A WILLIAM GOETZ PRODUCTION

Co-Starring
ARTHUR KENNEDY · DONALD CRISP · CATHY O'DONNELL · ALEX NICOL · ALINE MacMAHON

with WALLACE FORD Screen Play by PHILIP YORDAN and FRANK BURT
Based upon the SATURDAY EVENING POST story by Thomas T. Flynn · Directed by ANTHONY MANN

FACTS!
5 different front-page newspaper breaks!
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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 10 NEW YORK, U. S. A., FRIDAY, JULY 15, 1955 TEN CENTS

To Sift Results

New Elements Becloud Status Of Arbitration

Further Action Should Await Outcome of Talks

New elements have been thrust into distribution-exhibition relations to further becloud the outlook on arbitration, it was stated here yesterday in industry circles.

The new elements were said to be the sentiment among Theatre Owners of America leaders that further action on arbitration should await the outcome of the recently-concluded series of conferences with individual film companies, held by the joint Allied-TOA committee, and the pos-

(*Continued on page* 5)

'Camera' to PCA; Set to Open Aug. 8

"I Am A Camera" will be submitted to the Production Code Administration on Monday in Hollywood, it was disclosed here yesterday by Charles Boasberg, distribution director for Distributors Corp. of America.

Meanwhile, it was announced that the picture will open in New York

(*Continued on page* 5)

Theatre TV in Pa. Faces 5% Tax

Special to THE DAILY

HARRISBURG, Pa., July 14. —A five per cent tax on all theatre broadcasts of boxing events piped by closed circuit from the actual scene of action for a pay-to-see audience would be imposed under a boxing code proposed for Pennsylvania which is to be introduced in the General Assembly on Monday, it has been disclosed by Gov. George M. Leader.

Leader indicated the tax would be imposed despite the point of origin of the broadcast.

Also a five per cent gross receipts tax will now include all proceeds from TV, film and radio rights under the code.

In taxing the film rights, the tax falls on the promoter and fighter who receive a share of the rights to theatres.

Davis Heads British Film Producer Assn.

From THE DAILY Bureau

LONDON, July 14. — John Davis, managing director of the J. Arthur Rank Organisation, today was elected president of the British Film Producers Association.

Lubin Urges U.S. to Subsidize a National Theatre, Orchestra

The United States government should subsidize a national theatre and a national orchestra so that this country could show the world "our top creative talents," according to director Arthur Lubin, who just returned from a three-month tour of Europe and the Near East, following the completion of "Footsteps in the Fog" for Columbia Pictures.



Arthur Lubin

A national subsidization of theatre and orchestra could engender more serious creative ability in the public and enliven the public's interests in the arts, Lubin said, adding that it is his opinion that a subsidiary would not work for motion pictures because the medium would turn into a propaganda machine.

"Competition makes for better business all over," Lubin said, pointing out that there is still a tremendous

(*Continued on page* 5)

Brotherhood Plea Highlights Skouras' Speech in Brussels

Special to THE DAILY

BRUSSELS, July 14. — Spyros P. Skouras, president of 20th Century-Fox, sounded a strong note for a better, freer and richer life of peace and understanding in a speech here today before a panel session of the World Brotherhood's Second World Assembly.

The film company president, who arrived here yesterday from Johannesburg on a business trip that will take him through Asia, declared that the brotherhood movement is a significant milestone in the march of human progress.

Hailing the movement's substantial progress in the past five years, Skouras said he was gratified that the Second Assembly had emphasized scientific methods, education techniques, industrial programs and the media of communications for the salvation of mankind.

As a representative of one of the

(*Continued on page* 5)

BOTV to Offer Two Notre Dame Games

Box Office Television Inc. will offer two Notre Dame football games this Fall for local public service sponsorship on large-screen theatre TV in selected midwest and eastern cities.

Local commercial firms acceptable to Notre Dame in 29 cities are being offered the opportunity of distributing free or premium tickets to large-screen theatre TV presentations of the Notre Dame-Navy game at South Bend on Oct. 29 and the Notre Dame-Iowa game on Nov. 19.

The network of theatres will include eight permanently-equipped

(*Continued on page* 5)

'Golden Opportunity' Seen

Fox-Rank Booking Dispute May Aid Other UK Circuits

The booking impasse between 20th Century-Fox and the J. Arthur Rank Organization has upset the general exhibition situation in Britain, resulting in a "golden opportunity" to Sidney Bernstein's Granada Circuit and some of the other circuits, it was stated in an article in the "Motion Picture Herald" issue, out today, written by editor Martin Quigley, Jr., on the basis of his recent visit abroad.

The impasse, the article noted, is reported to have arisen over the reluctance of the Rank group to meet 20th-Fox's requests with respect to CinemaScope installations and, presumably, rental terms. The effect has been that 20th-Fox product has been largely sold away for the first and other key runs.

Despite the radical change in its long established releasing patterns,

(*Continued on page* 5)

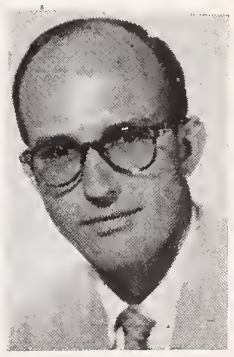
First Global Step

Quebec Assn. Now Affiliated With the TOA

Formal Induction to Be Held at L.A. Convention

By LESTER DINOFF

The Theatre Owners of America's aim for the establishment of an international exhibitor organization became a reality yesterday when E. D. Martin, president of TOA, yesterday announced the affiliation of the Theatre Owners Association of Quebec with the United States theatre group.



E. D. Martin

The formal acceptance and induction of the Canadian exhibitor association, the 29th theatremen's association to affiliate with the U.S. national association,

(*Continued on page* 4)

WB London Case Put Off to July 20

From THE DAILY Bureau

LONDON, July 14.—Warners' Leicester Square Theatre has been given until July 20 to prepare replies to charges in Bow Street Police Court of not fulfilling its Quota Act requirements for 1953. The company originally had been ordered to file its answers in court today. The charges were placed by the Board of Trade.

It is understood that the Warner circuit will rest its defense on the fact that the theatre ran the 3-D picture "House of Wax" for 21 weeks and hence did not have sufficient playing time available to fulfill quota requirements. The long run, the circuit claims, was undertaken in order to stimulate theatre business with the then novel 3-D device and it argues that it should not be penalized for having made an effort to sustain British theatre business in a time of industry recession.

PERSONAL MENTION

DORE SCHARY, M-G-M vice-president in charge of production, will leave the Coast next week for the South Dakota location of "The Last Hunt."

•

C. GLENN NORRIS, 20th Century-Fox assistant sales manager for the East, was in Gloversville, N. Y., yesterday from here. He was joined there by CHARLES B. COSCO, Buffalo branch manager, and CLAYTON G. PANTAGES, Albany manager.

•

MARIO CRAVERI, who filmed "Green Magic," the color adventure film about South America now playing at the Little Carnegie, will join another expedition to that continent in August.

•

HARRY CAPLAN, Paramount unit production manager, and JOHN GOODMAN, unit art director, will leave here Monday for Chamonix, in the Alpine section of France.

•

ARNOLD FARBER, editor of the Physical Theatre section of the "Exhibitor," Philadelphia, is the father of a son born there to MRS. FARBER at the Albert Einstein Medical Center.

•

SHIRLEY GINSBERG, secretary to CLAUDE ALEXANDER, controller of M-G-M Pictures of Canada, Ltd., is in New York from there on vacation.

•

LEO HOOPER, student assistant manager of Loew's Poli, Hartford, has been married to ANN MAJEWSKI of that city.

•

LOUELLA PARSONS returned to Hollywood from New York yesterday via TWA "Ambassador."

•

ALEX SEGAL, stage and TV producer-director, left New York yesterday for the Coast.

•

MORTON SCHWAM, of the 20th Century-Fox exploitation department, is in Portland, Me., from New York

•

STANLEY KRAMER and MRS. KRAMER will arrive in New York on Sunday from Hollywood.

•

SOL C. SIEGEL, producer, returned to the Coast yesterday from New York.

•

WALTER WANGER, producer, has returned to the studios from New York

'Love Me' Pulls a Million

M-G-M's "Love Me or Leave Me" wound up a seven-week run at Radio City Music Hall with a gross well over $1,000,000 for the period, the fifth picture from the company to have achieved this kind of record, according to Metro. Other seven-week engagements which tallied more than $1,000,000 at the Hall box office were "Seven Brides for Seven Brothers," "Ivanhoe," "Showboat," and "Band Wagon."

Cohn's Way to Cut Dubbing: 1 Tongue

Jack Cohn, executive vice-president of Columbia Pictures, yesterday suggested a way whereby dubbing costs could be eliminated. Cohn, who returned here on the "Liberte" from a six-week trip aboard, said there should be a universal language for films—English.

Reiterating the observations of other industry executives who recently returned from Europe, Cohn said that European business was "excellent" for the product of both American and native producers.

Columbia business is well ahead of last year's figures, he said. It was reported that Columbia's world-wide gross for the fiscal year ended June 30 would be in the neighborhood of $90,000,000, compared with approximately $80,100,000 for the previous fiscal year.

Black, Para. News Engineer, Dies

Funeral services were held here for Alexander Black, chief sound engineer in charge of the newsreel studio and field equipment for Paramount News. Black, who had been with Paramount News since 1927, died at his desk. He was 65.

A veteran of World War I in which he served as a first lieutenant in the Signal Corps, Black subsequently matriculated at the Massachusetts Institute of Technology, graduating in 1925. He came to Paramount in 1928 to participate in the transition from silent to sound film.

A native New Yorker, Black as a young man was private secretary to J. P. Morgan. He is survived by his widow, Florence.

'Hunter' Premiere Funds to YMCA

Proceeds from the world premiere of United Artists' "The Night of the Hunter" at the Paramount Theatre in Des Moines on July 26 will benefit the building fund of the Young Men's Christian Association, it was announced by UA.

Arrangements to donate the receipts from ticket sales for "The Night of the Hunter" to the Des Moines YMCA fund drive were made at the request of producer Paul Gregory, native of Des Moines who is being feted on July 26 with a city-wide celebration of Paul Gregory Day.

Para. Directors Must Own Stock

WASHINGTON, July 14.—Each of the directors of Paramount Pictures is required to own beneficially at least 100 shares of the company's common stock under a by-law adopted by the board of directors, it was disclosed here in a report to the Securities and Exchange Commission.

Another by-law change altered the necessary quorum at board meetings from seven to six.

Announcement

Martin Quigley, president of Quigley Publishing Company, Inc., has announced the appointment of Raymond Levy, vice president, to the newly created post of executive publisher of Quigley Publications. Mr. Levy, who has had a broad experience in publishing, advertising and promotion, joined the staff of Quigley Publications in 1950 and was appointed a vice president of the company in 1951.



Raymond Levy

Reade Managers to Honor Jack Harris

OAKHURST, N. J., July 14.—Managers of the nearly 40 conventional and drive-in theatres of the Walter Reade Theatres, Inc., will honor their film buyer, Jack P. Harris, with a five-week drive starting on Aug. 2, it was announced by Walter Reade, Jr. Details of the drive were outlined at a meeting of all managerial personnel at the Mayfair House, circuit headquarters.

The drive will be basically patterned after a five-week president's drive held last Summer, and it is expected that prizes will total more than the $4,000 awarded as weekly and as grand prizes last year.

Managers will be awarded points weekly for their efforts in improving theatre grosses, increasing attendance, advertising and promotion, theatre operations, and in sales in each theatre's refreshery. Judges for the drive will be Edwin Gage, circuit vice-president; Rose Deutsch, assistant film buyer; Nick Schermerhorn, general manager; Paul Petersen, assistant general manager, and Sheldon Gunsberg, of the advertising and publicity department.

Victim of Air Crash Was Basil Manager

BUFFALO, July 14.—Captain Edward J. Smith, 35, one of 10 who were killed in California in the flaming crash of an Air Force Tanker, was a former theatre manager for the Basil circuit here and had worked his way up from usher.

During high school days, Smith ushered in the Varsity Theatre and worked for the Basil Theatres until 1942 when he enlisted in the Air Force. Honorably discharged from the Air Force in 1945, he returned to the Basil chain, became manager of the Genesee Theatre and later of the Victoria where he served as manager until his reenlistment in the Air Force in 1951.

Appoint Trustee

OTTAWA, July 14.—Canada Theatres, Ltd., head office in Edmonton, Alta., made assignment in bankruptcy and notice filed here that the Canadian Credit Men's Trust Association, Ltd., be appointed trustee of the estate.

Compo Ad Hails Aid To Awards Poll from Theatres and Papers

Under the heading "Your Readers Are the Voters In This Election," the 48th in the series of COMPO ads in "Editor & Publisher," which will appear tomorrow, expresses pleasure at the enthusiastic response of newspapers and theatres to the announcement of the Audience Awards election on Nov. 17 to 27.

"More than 2,000 theatres already have enrolled," the ad says, "and promises of participation coming in daily make our target of 10,000 theatres look like a cinch. As for newspapers, they gave wide publication to our news announcement of the election and have made numerous requests for more details.

Campaign Book Furnished

"Many papers have asked us how they can participate. To all such inquiries we reply by sending them a free copy of our campaign book. This gives advertising suggestions and other helps which will enable newspapers and theatres to join in making this promotion beneficial to both. If you'll drop us a card we'll send you one of these books. In any event, we urge you to consult your local theatre people.

"Incidentally, the reaction of the motion picture fan magazines has been significant. Without exception, all 14 of them leaped on the idea of an Audience Awards election and are now eagerly devising ways of participating in it. Since the 16-million fan magazine readers are mostly young people, this enthusiasm on the part of editors, whose success depends on youthful readership, should be of great interest to newspaper editors.

Success Predicted

"Make no mistake: This Audience Awards election is starting to roll. It wouldn't surprise us if it came to rival a national election in public interest."

This ad is the second of a series devoted to the Audience Awards election. Another one on the election will appear in two weeks.

New Screen at M.H.

The ultra super white Hi-Lite screen measuring 35x70 feet was installed for the opening at the Radio City Music Hall here of "Mister Roberts." This is the fourth type of special Hi-Lite screen manufactured by Vocalite Screen Corp. of Roosevelt, N. Y., that was designed and installed in the Music Hall. The new screen is not curved but it is seamless.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"MISTER ROBERTS"
in CinemaScope and WarnerColor starring
Henry FONDA • James CAGNEY
William POWELL • Jack LEMMON
A WARNER BROS. PICTURE
and SPECTACULAR STAGE PRESENTATION

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second-class matter Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10¢.

She was
TOO HUNGRY FOR LOVE...
to care where she found it!



JOAN CRAWFORD
JEFF CHANDLER

FEMALE ON THE BEACH



CO-STARRING
JAN STERLING

with
CECIL KELLAWAY • CHARLES DRAKE • JUDITH EVELYN • NATALIE SCHAFER
Directed by JOSEPH PEVNEY • Screenplay by ROBERT HILL and RICHARD ALAN SIMMONS • Produced by ALBERT ZUGSMITH

Universal International

News Roundup

Dismantle Adirondack House

The Star Theatre of Star Lake, in the Adirondacks, operated in recent years by Bernard Lydamore on a one-change-weekly policy, is being dismantled.

■

To Shoot 'Carousel' in Maine

Director Henry King and a group of officials and technicians from 20th-Fox are now combing the Boothbay Harbor, Me., area for desirable shooting locations for "Carousel." If approval is reached, actual shooting may start August 13.

■

WAAM, Baltimore, Picks I.A.

Program department employes of television station WAAM, Baltimore, have chosen the International Alliance of Theatrical Stage Employes as their collective bargaining agent. This group includes announcers, video cameramen, and personnel of the station's film unit.

■

Two Milwaukee Houses Sold

The Oriental and Tower Theatres of Milwaukee, which were owned by the Orto Theatres Corp. of New York, were bought by L. F. Gran. The purchase was made, officially, by Kent Theatres, Inc., a corporation created for the purpose, of which Harold F. Janecky is secretary-treasurer and Gran president.

■

WB Showing TV Division

Warner Bros. will present its new television production division to the national press at its Burbank, Calif. studio tomorrow. More than 40 TV columnists and magazine writers from all over the country will join local press representatives for luncheon and watch the shooting of telefilms for the "Warner Bros. Presents" ABC-TV network show.

■

"Zippy" Turns The Tables

"Zippy," Lee Ecuyer's versatile chimpanzee, and one of the most talented of all performing animals in the country, was being filmed for some commercials and still advertising photography for General Tire, when he switched roles to photograph Rene Bras of Cinegraphic Productions, and advertising executive Wendell Gibbs.

S.O.S. Cinema Supply Opens Coast Office

HOLLYWOOD, July 14.—A new sales office to serve nine Western states has been opened here by S.O.S. Cinema Supply Corp., of New York.

Alan C. Macauley has been named exclusive Western representative for S.O.S. He was formerly connected with several film production concerns. "Hundreds of our customers in the West have requested these new facilities," Joseph A. Tanney, president of S.O.S. said, "and we feel Macauley's background will fit into the picture."

HOLLYWOOD . . on the march

BY SAMUEL D. BERNS

WALT DISNEY is joining the publisher ranks with the first of the weekly "Disneyland News" editions being distributed Sunday at the opening ceremonies of the new amusement center.

☆ ☆ ☆

East and West Coast officers of Barnett International Forwarders are entrusted with the clearance and shipping of planes for Warner's "Spirit of St. Louis" to France.

☆ ☆ ☆

Independent producer Edmund Grainger may deliver his two-year schedule of six top films for RKO six months ahead of his goal date. His "Treasure of Pancho Villa" is in the can, "Great Day in the Morning" will roll within two weeks, and writers are busy on completion of his four other scripts.

☆ ☆ ☆

Filmakers Producing and Releasing Organization has moved to new quarters at 8421 Wilshire Blvd., Beverly Hills, with Irving Levin and Harry Mandell occupying executive offices in the penthouse suite.

☆ ☆ ☆

Lee Cobb will be taking a much needed vacation after convalescing from a production injury while on location in Arizona.

☆ ☆ ☆

Hal Wallis played luncheon host at Paramount to the Congressional subcommittee of the House Armed Services Committee which recently listened to proposals for bulding an oil pipe line from Texas to the Coast. Wouldn't be surprised if someone comes up with the idea of pipe-lining the juice from those producing pumps over on the 20th lot right back to that state, just to even it up.

☆ ☆ ☆

Diana Lynn will head for New York next week to prepare for U.S. Steel's telecast of "The Seventh Veil."

☆ ☆ ☆

John Farrow will reactivate his own independent company to make "Son of Man" after his current assignment for Mike Todd's "Around the World in 80 Days."

☆ ☆ ☆

Former world's heavyweight champ Joe Louis got into the act at U-I for a role in "The Square Jungle." Director Jerry Hopped used five cameras to catch him from all angles in the ring.

☆ ☆ ☆

For reasons of sentiment, Loyal Briggs, DeMille's cameraman on "The Ten Commandments," stepped aside and let Peverell Marley take over filming scenes with H. B. Warner, to mark their first reunion since "The King of Kings."

☆ ☆ ☆

Adrian Worker, producing Warwick Productions' "Safari" for Irving Allen and Cubby Broccoli, is all set for eight weeks of location shooting in East Africa with Janet Leigh and Victor Mature.

☆ ☆ ☆

Earl McEvoy, getting ready to produce and direct two of his own films, will take off for Mexico City for co-production conferences with Alianzo Cinematographia on "The Fifth Sun," a story of the Aztec dynasty.

☆ ☆ ☆

Johnny Flinn reports a boxoffice line extending one and one-half blocks for half an hour before the morning opening-world premiere of Allied Artists' "Wichita."

☆ ☆ ☆

Executive producer Merian C. Cooper has two stages working for his interior shooting schedule at RKO-Pathe to complete "The Searchers," C. V. Whitney's first production starring John Wayne, which John Ford is directing.

☆ ☆ ☆

Harry Cohn has torn up Kim Novak's old contract and given her a new seven-year deal, starting with a lead in "The Eddy Duchin Story."

☆ ☆ ☆

Robert Aldrich will be on hand to greet Joan Crawford when she docks in New York on Monday. The star and director will huddle on "The Way We Are," which they'll start here in mid-August for Bill Goetz.

Quebec

(Continued from page 1)

will take place at the TOA's annual convention in Los Angeles, Oct. 6 through 9, at the Hotel Biltmore there.

The officers of TOA have long advocated the need for a world organization of theatremen, Martin said. "This affiliation by the Canadian group marks the first step toward the aim of international unity," he declared.

The TOA of Quebec, which represents 120 theatres throughout the Canadian province, will actively participate in the 1955 TOA convention by having E. N. Tabah, president, or J. H. Strauss, chairman of the executive committee, in attendance. Martin has extended an invitation to other foreign exhibitor groups to attend the TOA meet.

May Join French Union

With the acknowledgement of the Canadian affiliation, TOA is reported considering joining the Union Internationale de Exploitation Cinematographique. Chairman of the board of directors Walter Reade, Jr., upon his return in mid-May from Europe, said that a global organization of British, French, Italian and U. S. exhibitors may come into being in 1956 following that organization's annual convention which will be attended by a TOA representative.

Reade, along with Alfred Starr, chairman of TOA's executive committee, and Herman M. Levy, TOA general counsel who will be shortly leaving for Europe, have stated in the past that a close liaison between TOA and foreign exhibitor groups, namely Cinematographic Exhibitors Association in Great Britain, have been in effect.

Reade said that "I foresee an international organization being set up, not formally, but, I am hopeful, with a definite basis for meetings and exchange of information. TOA has been cooperating with CEA, we feel to our mutual advantage."

Starr Praised by Strauss

Strauss, who visited New York in late June, told MOTION PICTURE DAILY then that "a close liaison and an exchange of information has been in effect during the past few months between TOA and the Canadian group." He said then that an affiliation had been discussed between both exhibitor organizations, with a definite merger to be set in the not too distant future. The Canadian exhibitor was high in his praise of Starr, for helping weld Quebec TOA into a solid organization.

Canada Sees Drop In Tax Revenues

OTTAWA, July 14.—Net general revenues of Provincial governments across the nation from amusement and admission taxes are estimated to drop to $21,000,000 for the fiscal year ended March 31, 1956, in contrast to $23.000,000 in the preceding 12-month period, according to a Canadian Government report.

By provinces, such taxes are expected to amount as follows in fiscal year ended next March 31; Ontario, $8,524,000; Quebec, $4,750,000; British Columbia, $3,250,000; Alberta, $1,475,000; Manitoba, $1,195,000; Nova Scotia, $685,000; New Brunswick, $400,000; Newfoundland, $250,000; Prince Edward Island, $100,000, and Saskatchewan, $60,000.

Rank-Fox

(Continued from page 1)

20th-Fox expects to finish this year in Britain with its best sales record since 1946, said Quigley. This is remarkable because the number of accounts equipped to play CinemaScope was relatively small in the first months of this year.

For their part the Rank theatres have not suffered especially on account of the withdrawal of the 20th-Fox product. This is due principally to the fact that British product—and the Rank organization, of course, is the chief supplier—continues to make steady progress with the paying customers.

British Dislike Brutality

While naturally enough producers in Hollywood are sensitive to criticism emanating from the 48 states, it might be well also to give some heed to what our customers abroad like and dislike. Along these lines, Quigley points out that the British are already on record against alleged excessive brutality in American films. A half-dozen have been banned and several more held up. The number cut to ribbons may only be surmised but is a considerable figure. While such attentions as have been given to the British objections have centered on brutality, the British Board of Film Censors also has been objecting to certain other treatments in American films during the past two years.

The American industry in general and Hollywood in particular, says Quigley, is not yet sufficiently aware of the fact that many European patrons prefer locally made product. The day is long since past—and is not going to return—when patrons in every land felt that a Hollywood trade mark was a sure sign of quality and that locally produced films were likely to be less appealing.

Long-Run Effect Seen Favorable

Quigley emphasizes the point that so long as the total market keeps expanding—and it is likely to do so more or less indefinitely on a worldwide basis, American companies do not need to suffer from this state of affairs. In fact in the long run it may be beneficial.

First 'Adult Only' Tag Used in Ireland

Special to THE DAILY

DUBLIN, July 14.—This week, for the first time in Ireland, a film has been released with a limited Censorship Certificate.

"Father Unknown" (English subtitled version of French film "Ne de pere inconnu," produced by Maurice Cloche) has been officially passed for exhibition to adult audiences only, attendance by children under 18 years of age being forbidden.

From its inception in Ireland, the State censorship has always had provision for limited certificates, but until this week the provision was never utilized.

While a graded "adult" or "family" certificate will not worry first-run theatres in Dublin, in all other cinemas particularly those in rural areas this development will raise severe problems, it was said. Suburban, provincial and rural cinemas depend almost entirely on family audiences, and apart from economic setback caused by "adult only" certificates small exhibitors may face further headaches. If youthful patrons falsify ages to gain admission, it is most likely in this country that certain diligent local vigilante bodies would take prompt legal action.

Review

"Gun That Won the West"

(Columbia)

SAM KATZMAN'S production about the Springfield rifle, which is said to be the gun that won the West, in color by Technicolor, is the usual motion picture about the U.S. Cavalry and the Sioux Indian nations. Set 'em up, shoot 'em down, and set 'em up again is in the fore of this outdoor story of the late 1800's. Katzman's picture is a programmer in which the Indian again is portrayed as the villian who wishes to stop the advance of the "white eyes." There is much action and gun play mingled with many stock shots of the Cavalry and Sioux engaged in battle amidst woods, water and sand. The principal player in this film is Dennis Morgan, who portrays the famed scout Jim Bridger, and he is ably supported by Paula Raymond and Richard Denning.

Bullets and lead balls start whistling across the screen immediately. Morgan and Denning are owners of a Wild West show which tours the Eastern cities. In Washington they join an army expedition to build a string of forts across the Sioux territory in order to protect the coming of the railroad. However, Denning's drinking causes the army to forbid his accompanying the expedition from Wyoming and that also is the reason for which Miss Raymond, his wife, leaves him.

The success of the expedition depends on the Springfield rifles which are enroute to the West from Washington. The Indians are made aware of the power of the weapon by Denning, who has taken one in a last ditch effort to save his marriage and esteem among men. Denning is taken by the Indians and sentenced to die, but he escapes to warn Morgan and the expedition of the coming war and the onrushing rifles. Morgan rushes to meet the wagon train bringing the rifles and, in an all-out battle, much of which has been clipped from other Indian battle films, the Sioux are beaten.

Others in this picture capably supporting the principals are Chris O'Brien, Robert Bice, Michael Morgan, Roy Gordon and Howard Wright. William Castle directed from a story and screenplay written by James B. Gordon. Running time, 71 minutes. General classification. Release in September.

LESTER DINOFF

Skouras Plea

(Continued from page 1)

industries responsible for communications among peoples, Skouras declared his great satisfaction that the motion picture screen has been the global servant of humanity for nearly half a century in showing the common ties that exist among peoples no matter how widely they are separated in distance, language or creed.

The responsibility to enlighten and instruct, as well as entertain, is uppermost in the minds of film producers, Skouras stated, citing such productions as "Gentlemen's Agreement," "Going My Way," "The Good Earth" and "A Man Called Peter" as successful films which appealed to the human spirit.

Points to 'Oasis'

Skouras also described the French and German co-production of "Oasis" as a pioneering venture in international artistic and business collaboration.

Just as American pictures are welcomed and acclaimed throughout the world, so are the productions of other nations welcomed in America, Skouras declared, adding that a brotherhood exists between all media of communications and to all of the arts.

'Kentuckian' to Bow In Chicago July 22

United Artists' "The Kentuckian," Hecht-Lancaster CinemaScope film in Technicolor, starring Burt Lancaster and marking his debut as a director, will have its world premiere at the Chicago Theatre in Chicago on July 22. The drama is the fourth Hecht-Lancaster production released by United Artists, following "Apache," "Vera Cruz," and "Marty."

BOTV to Offer

(Continued from page 1)

houses, and BOTV will equip others with similar large-screen projection units.

Cities available for sponsorship of the games are:

Des Moines, Davenport, Sioux City, Waterloo, Ames, Cedar Rapids, Fort Dodge and Mason City, Ia.; Bloomington, Elkhart, Evansville, Lafayette, Muncie, Ind., South Bend and Terre Haute, Ind.; St. Paul-Minneapolis; Toledo and Dayton, O.; Milwaukee; Kansas City; Annapolis, Md.; Brooklyn; Norfolk, Va.; Chicago; Portsmouth, N. H.; Bethesda, Md.; St. Albans, Queens, Newport, R. I.; New London, Conn. and Bayonne, N. J.

'Camera' to PCA

(Continued from page 1)

on Aug. 8 at the Little Carnegie Theatre. DCA stated that the New York showing of "this film will be in its entirety and without any deletions."

The New York State censor, it was pointed out, has granted a license for the film, based on Christopher Isherwood's Berlin stories.

The world premiere of the film will be held four days earlier on Aug. 4 at the Mayfair Theatre, Asbury Park, N. J.

$4,660 to 'Laramie' In San Antonio Bow

Reports received here by Columbia Pictures from Robert J. O'Donnell, managing director of the Interstate Circuit, state that "The Man from Laramie," in its opening day, Wednesday, at the Majestic Theatre, San Antonio, grossed $4,660, only $300 less than the first day of "From Here to Eternity."

"The Man from Laramie" opened last night in Houston, will bow tonight in Dallas and tomorrow in Fort Worth.

Arbitration

(Continued from page 1)

sibility of making film rentals of a small amount an arbitrable item.

The latter possibility was advocated by Al Lichtman, distribution director of 20th Century-Fox, who suggested the proposal that film rentals of $100 or less be made an arbitrable item as a means of aiding small theatres. The suggestion was endorsed by leaders of TOA, the national exhibition organization which has been conducting the arbitration talks with distribution, although some TOA circles expressed a desire to raise the $100 ceiling.

Distribution, however, has remained firm in its refusal to arbitrate film rentals.

Allied States Emergency Defense Committee chairman Ben Berger recently entered the controversy, although Allied is not a party to the arbitration talks. Berger said that Allied is asking the majors to set a policy of flat rentals for theatres grossing $1,000 weekly and is asking further "protection" for the small houses in the form of an arbitration set-up with power to judge whether the flat rentals asked are reasonable.

TOA Silent Since May

Since the beginning in late May of the individual company conferences, TOA officially has remained silent on the arbitration issue. E. D. Martin, TOA president, when asked, due to a comment he made, whether TOA now stood for arbitration of film rentals, replied that TOA would issue a "white paper" following the conclusion of talks with film companies.

The "white paper," said to be awaiting TOA's assessment of the consequences flowing from the talks held by the joint exhibition committee, presumably will spell out clearly TOA's current position on arbitration.

Lubin Urges

(Continued from page 1)

market abroad for U. S. films which "we should keep our eyes upon." European audiences are "crazy" about our musicals, action films and Westerns, the director said. However, he cautioned that American producers "are now careless" in their research for "period" pictures, especially films about early England.

Lubin said his future film commitments are not definite at present, but he is planning to make a film about Israel this Spring. He said that Universal wants him to direct another, the seventh, "Francis" picture and he also revealed plans to make, possibly for Mike Frankovich and Columbia Pictures, "The Ghost of Drury Lane."

Enthusiastic About 'Footsteps'

Discussing his latest effort, "Footsteps in the Fog," Lubin said that this picture is "a thriller" on the style of Alfred Hitchcock and stars Jean Simmons and Stewart Granger. Columbia is expected to release it domestically this Fall, he said.

Lubin said that while abroad, he visited France, England, Israel, Turkey, Switzerland and Italy and attended the Universal international sales convention in Barcelona.

Commenting on the production facilities abroad, Lubin said that the best studios are found in London and Rome where all type of equipment and skilled technicians could be found.

THE MAN TAKES OVER DALLAS TODAY...

FORT WORTH

DALLAS

FORT WORTH TOMORROW!

HOUSTON

SAN ANTONIO



JAMES STEWART

in **THE MAN FROM LARAMIE**

A COLUMBIA PICTURE

A WILLIAM GOETZ PRODUCTION

Co-Starring

ARTHUR KENNEDY · DONALD CRISP · CATHY O'DONNELL · ALEX NICOL · ALINE MacMAHON

with WALLACE FORD Screen Play by PHILIP YORDAN and FRANK BURT

Based upon the SATURDAY EVENING POST story by Thomas T. Flynn · Directed by ANTHONY MANN

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Commencing **Television Today** Page 9

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

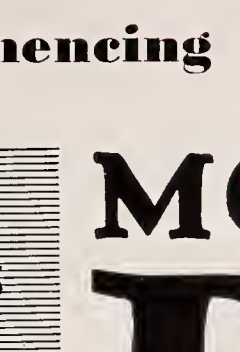
VOL. 78. NO. 11 NEW YORK, U.S.A., MONDAY, JULY 18, 1955 TEN CENTS

$1.01 Per Share

$2,222,000 Net For S-W Corp. In 39 Weeks

Operating Profit Was Listed at $5,270,700

Stanley Warner Corp. and subsidiary companies for the 39 weeks ending May 28, showed an operating profit of $5,270,700 before losses arising from the sales of fixed assets and provisions for contingencies and Federal and Canadian income taxes, president S. H. Fabian announced. The operating profit computed on a similar basis for the 39 weeks ended May 29, amounted to $2,614,100.



S. H. Fabian

The net profit after all charges for the 39 weeks amounted to $2,222,000,

(*Continued on page 7*)

Production Starts On 'WB Presents'

From THE DAILY Bureau

HOLLYWOOD, July 17. — The first of thirteen "Casablanca" telefilms for the forthcoming ABC-TV Warner Bros. Presents series is before the cameras on the film company's Burbank lot.

The Warner Bros. Presents program will feature three series of films,

(*Continued on page 6*)

Consent Judgment In Teamster Suit

The Theatrical Truck Drivers, Chauffers and Helpers, Local No. 817, International Brotherhood of Teamsters, and Edward O'Donnell, business agent and secretary treasurer, have entered a consent judgment terminating a civil and criminal anti-

(*Continued on page 6*)

ANNOUNCEMENT

In this issue, starting on page 9, is the first publication of *Television Today*. It will be published each Monday in conjunction with MOTION PICTURE DAILY.

Television Today offers concise reports and analyses of the significant news and events presented in a new style of trade paper journalism. It is keyed in a time-saving manner to the requirements of management executives and creative personnel.

Charles S. Aaronson, editor of *International Television Almanac*, is editorial director. Editorial staff members are in New York, Hollywood, Washington and London with correspondents in the principal cities in the United States and abroad.

See Allied 'Ultimatum'

Reports that Allied States' board of directors may deliver an "ultimatum" to the distributors on film terms were circulating in trade circles at the weekend. The ultimatum, if it comes, will emanate from the Allied board meeting in Washington on Wednesday and Thursday. Ben Berger, chairman of Allied's Emergency Defense Committee, is said to be behind the move for a showdown.

Meanwhile, it is reported that the joint Allied-Theatre Owners of America committee which has been calling on the sales executives of the major companies has not made a favorable impression with some of the sales chiefs. The feeling that some of the toppers of both Allied and TOA "are

(*Continued on page 7*)

Publicists Committee Pledges Full Aid to Compo Awards Poll

The Hollywood Motion Picture Publicity Directors Committee pledged full support over the weekend to COMPO's Audience Awards campaign.

The pledge of support was transmitted in telegrams from William Hendricks, committee chairman, to Elmer C. Rhoden, national chairman of the National Audience Awards committee; Robert W. Coyne, COMPO special counsel, and Charles E. McCarthy, COMPO's information director.

Deadline for national balloting by exhibitors on the first phase of the Audience Awards has been set for tonight at midnight.

Simultaneously it was announced

(*Continued on page 6*)

"The Phenix City Story"

(*Allied Artists*) *Hollywood, July 17*

ONE of the screens most powerful documents against vice, crooked gambling and corruption in government is found in this Allied Artists production of "The Phenix City Story," a picture which will rate in importance as a box office attraction with such contemporaries as "On The Waterfront" and "The Blackboard Jungle." Exploitation opportunities are unlimited. Civic minded leaders can be jolted into alerting good citizens to see this film as "a gentle reminder to patrol the welfare of the community."

Filmed against great odds, a Samuel Bischoff-David Diamond production cast and crew dared to shoot this film in the actual location of the sensational story to effect quality of stark realism. Alabama's Attorney General John Patterson, depicted prominently in story, whose father, Albert Patterson, was murdered on achieving his nomination to

(*Continued on page 7*)

800 Films Involved

Hughes-O'Neil Deal Now at Inking Stage

Report RKO Radio to Be Kept, Production Upped

Deal whereby Thomas J. O'Neil, president of General Teleradio, would acquire RKO Radio Pictures was reported to be at the inking stage at the weekend. Throughout last week, rumors were flying that the $25,000,000 transaction with Howard Hughes had been completed or was about to be consummated, but both Hughes and O'Neil were keeping mum.

Between 700 and 800 pictures will be made available to television through O'Neil who also is president of the Mutual network and of the Don Lee network on the Coast.

It is expected that O'Neil will keep RKO Radio intact and will expand the production program at the studio.

UA Tokyo Meet To Open Today

A United Artists international convention will open today in Tokyo under the leadership of Arnold M. Picker, vice president in charge of foreign distribution.

Vice president Max E. Youngstein will also preside at the four-day session in the Imperial Hotel bringing together UA executives and representatives from the United States and 11 foreign countries.

In a cabled message to overseas

(*Continued on page 7*)

Tobin Acting S-W District Manager

Special to THE DAILY

HARTFORD, July 17. — James Tobin, manager of the Stanley Warner Theatres' Warner, Bridgeport, has been named acting district manager for Massachusetts and upstate New York, during absence of Joe Liss. Latter has been in serious condition at Worcester, Mass., hospital, following an automobile accident.

Jack Simons, manager of the S-W

(*Continued on page 6*)

PERSONAL MENTION

CHARLES J. FELDMAN, Universal Pictures vice-president and general sales manager, left New York over the weekend for San Francisco.

•

HOWARD DIETZ, M-G-M advertising-publicity vice-president, and DAN S. TERRELL, publicity manager, have returned to New York from Hollywood. SILAS F. SEADLER, advertising manager, left here Friday by plane for a Coast vacation.

•

NAT LEVY, RKO Radio Eastern-Southern division sales manager, returned to New York over the weekend from Boston.

•

RUBE JACKTER, Columbia Pictures assistant general sales manager, will leave here today for Minneapolis, Kansas City and Des Moines.

•

NUNNALLY JOHNSON, writer-producer, and MRS. JOHNSON left New York Saturday for Europe aboard the "Liberte."

•

F. J. A. McCARTHY, Universal Pictures Southern and Canadian sales manager, will leave here tomorrow for Charlotte.

•

DORSEY BROWN, M-G-M city sales manager in Cleveland, is the father of a daughter born there to MRS. BROWN last week.

•

LESLIE BAKER, director of Ealing Studios, Ltd., arrived here yesterday from London via B.O.A.C. Monarch.

•

ROBERT FLOREY, director, left here Saturday aboard the "Liberte" for Europe.

•

JOAN CRAWFORD and her husband, ROBERT STEELE, will return from Europe today aboard the "United States."

•

PHILIP ELGAR, film producer, arrived here yesterday from London via B.O.A.C. Monarch.

•

SHEREE NORTH returned to Hollywood over the weekend from New York.

•

PANDRO S. BERMAN, producer, will return to New York tomorrow from London.

•

VINCENT TROTTA, art consultant, left here at the weekend for the Coast.

Harold Shumate Will Script 'Peacemaker'

HOLLYWOOD, July 17.—Harold Shumate, whose recent credits include "Lady From Texas," "Half Breed" and "Saddle Tramp," has been signed by Hal R. Makelim to script "Peacemaker," one of first three of a dozen features to be produced under the Makelim Plan.

Already scripted are "The Case of Julia Walton" and "Gay Primitive" by Jay Ingram.

U.S. DOCUMENTARIES POPULAR IN BAVARIA, USIA REPORTS

From THE DAILY Bureau

WASHINGTON, July 17.—More than 600,000 Germans a month are viewing educational films provided by the U.S. Information Agency in Bavaria.

Howard W. Calkins, of Cleveland, and Information Agency official just back from Munich for home leave, reports an ever-growing interest among Bavarians in things American and increasing opportunity for them to satisfy that interest.

He cited the popularity of American documentaries, shown by German film committees organized on a community basis in every city and county in Bavaria. These independent, voluntary committees are composed of representatives of youth groups, churches, trade unions, public and private schools, the Red Cross, chambers of commerce and cultural organizations. The U.S. Information Agency lends the films and equipment, and the committees take over from there.

Calkins also reported that Bavarian publications are eager subscribers to the USIA's press service. Besides regular news releases, 175 feature articles and up to 200 photos are distributed each month to some 50 newspapers and magazines all over Bavaria.

Under Calkins' direction, the Information Agency post at Munich has been supplying 80 organizations—including all major political parties—with 20,000 pamphlets a month. In addition, well attended libraries are maintained by the USIA in four leading Bavarian cities.

News of America comes to Bavarians by ear as well as eye. The USIA's broadcasting service, the Voice of America, beams daily programs at Germany. Also, Calkins noted, the Voice has an arrangement with German radio stations whereby on-the-spot coverage of American events is provided on request.

Siodmak's 'Rats' Wins Berlin Festival

By ROBIN JON JOACHIM

BERLIN, July 14 (By Air Mail).—Director Robert Siodmak's production of "The Rats" was voted the best of the feature length pictures presented at the fifth International Film Festival of Berlin which had entries from 31 countries.

The picture was selected by audience voting after screenings during the 12-day festival which differs from other film festivals where a committee of judges select the winner.

Other American films which were shown in the Berlin Film Festival were "The Seven Year Itch," "Strategic Air Command," "Beau Brummel," "The Vanishing Prairie" and "Prize of Gold." U. S. industry representatives in attendance included Marc Spiegel, head of the European division of the Motion Picture Export Association, and Fred Gronick, head of the German offices of the MPEA.

Dave Golding Weds Miss Cowley in H'd

HOLLYWOOD, July 17. — Dave Goldberg, director of advertising and publicity for Samuel Goldwyn Productions, and Barbara Cowley, secretary here to Max Youngstein, United Artists vice-president, were married at the home of Sam Goldwyn, Jr., at the weekend. Tom Pryor, Hollywood representative for the "New York Times," was best man at the nuptials.

Solons See 'Kentuckian'

More than 70 United States Senators will attend a special preview showing of Hecht-Lancaster's new CinemaScope film, "The Kentuckian," to be held in Washington tomorrow as a tribute to Sen. Alben W. Barkley of Kentucky. The invitational showing at the Ontario Theatre is being sponsored by the Kentucky Society.

'Thief' Premiere In Phila., Aug. 2

The world premiere of Alfred Hitchcock's production of "To Catch a Thief" will be held at the Trans-Lux Theatre in Philadelphia on Aug. 2, for the benefit of the Woman's Medical College of Pennsylvania, it was announced following a meeting of Mrs. Lois Mattox Miller, chairman of the College's National Board; Richard Brandt, vice-president of Trans-Lux Theatres, and Paramount Pictures representatives.

Grace Kelly, who starred in the VistaVision production with Cary Grant, will be guest of honor at the benefit premiere. Among the guests will be prominent social, civic and business leaders of Philadelphia, Washington and New York.

Assisting Mrs. Miller, who is serving as chairman of the benefit, is a large committee of prominent women from the eastern part of the United States.

Chas. Simonelli to 'Benson' Premieres

Charles Simonelli, Universal's Eastern advertising-publicity department manager, left New York over the week-end for Manhattan, Kan., where he will attend the world premiere tomorrow of the company's Technicolor production, "The Private War of Major Benson," starring Charlton Heston and Julie Adams. The picture will make its New York debut at the Plaza Theatre on Aug. 2.

Following the launching of the film in the "heart of America"—Manhattan's geographical designation—it will make its debut in Kansas City, the following night. Simonelli will also be present at this opening in the neighboring state.

U-I has conducted an eight-week promotional pre-opening campaign in the Midwest spot, with a full staff of field men led by Ben Katz, its Chicago field staff supervisor.

News Roundup

Remodel New Haven House

Sampson-Spodick-Bialek Theatres have closed the Lincoln, first-run New Haven art house, for major remodeling, including air conditioning. It will reopen around Aug. 15.

■

Baltimore V.C. "IceCapades"

The Baltimore Variety Club rang up a $100,000 advance sale for the "IceCapades," which they are sponsoring, and expect to gross at least another $30,000 during the show's stay there. It opened at the Baltimore Memorial Stadium last Thursday night for an engagement which will extend to Wednesday of this week, with admissions ranging from $1.50 to $3.00.

■

Travel Stunt for "Laramie"

William Grant, 25-year-old law student from the University of Wyoming at Laramie, Wyo., will cover 29 cities in a 2,000-mile bicycle trip to New York within a period of five weeks. Grant was selected for the promotional jaunt from some 40 applicants, and will receive a scholarship of one year's tuition for his efforts.

■

Aid Youngsters' Private War

Arthur Des Fosses, aged 12, and Arthur Dickey, aged 11, from Lynn, Mass., whose "private war" it is to help secure better baseball diamond facilities and equipment for the little leaguers of the Greater Boston area, have been judged the winners of a contest conducted by "Strike It Rich" in connection with the world premiere of U-I's "The Private War of Major Benson." The boys will leave Boston today by plane for Manhattan, Kan., for the premiere at the Wareham Theatre. Half of the proceeds from the premiere will go to the "private war" of the two boys, while the other half will go for the benefit of the stricken families of the recent tornado which struck nearby Udall, Kansas.

■

"Pequod" Sails for "Moby"

The sailing vessel "Pequod" of the Moulin-Warner production, "Moby Dick," replete with the whale hunting equipment used in the filming, will be towed down the Thames this week for exploitation purposes in connection with the London premiere of the Gregory Peck starrer. "The Pequod" will then be brought to the United States for appearances here.

■

"Pharaohs" Here Tuesday

"Land of the Pharaohs," Howard Hawks' production for Warner Bros., will open Tuesday at the Mayfair Theatre here, three days earlier than the previously announced date.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second-class matter Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10¢.



HUMPHREY
BOGART
ALDO
RAY
PETER
USTINOV
in

We're No Angels"

Color by
TECHNICOLOR

co-starring
JOAN BASIL LEO G.
ENNETT RATHBONE CARROLL

Produced by PAT DUGGAN
irected by MICHAEL CURTIZ
reenplay by RANALD MacDOUGALL
Based on a play by Albert Husson

VISTAVISION
MOTION PICTURE HIGH-FIDELITY

CROWDS AT THE *Boxoffice Window*

FOR PARAMOUNT'S COMEDY SENSATION!

"Crime pays off in hearty laughter!" reports World-Telegram as the New York Paramount holds over this wonderful comedy. "Creating howls" says the Mirror—not only on Broadway but in *all* its first engagements.

BE ONE OF THE HUNDREDS OF ALERT SHOWMEN WHO ARE PLAYING THIS SMASH SUMMER ATTRACTION EARLY IN AUGUST



Motion Picture Daily Feature Reviews

"How to Be Very, Very Popular"

(20th Century-Fox)

HERE is a broad farce of the uninhibited "screwball" variety. To paraphrase a bromide, you don't have to be crazy to enjoy this picture but it will help. Despite its inanity, it's a frothy, rollicking piece of celluloid which has its moments of sophisticated hilarity, and also its footage of low, low comedy of the Mack Sennett vintage.

Although the story is built around Sheree North and Betty Grable, it is Charles Coburn who almost steals the picture. As a sedate college professor, he gives a sparkling performance in a role that is as nutty as the story. However, Miss North comes through very well in her initial starring role, while Miss Grable is quite adequate as Miss North's dancing partner. Robert Cummings, Tommy Noonan, Orson Bean, Fred Clark and the balance of the cast all combine to contribute to the comedy antics. In fact, there isn't a serious role or note in the entire picture.

The yarn concerns a couple of show girls, Miss North and Miss Grable, who are witnesses to the murder of a Chinese stripper in a San Francisco honky-tonk. In order to avoid the killer, who has threatened them, they run away and find themselves hiding out in a fraternity dormitory of a small college. Miss Sheree gets herself hypnotized by a student who is studying hypnosis and she remains under the spell for the balance of the picture. There are plots and sub-plots which concern the expelling of a student whose father thinks his son is graduating with honors; the hiding out from the killer, Coburn's efforts to win over the father in order to get a big endowment for the college and a number of other situations. Actually, it isn't necessary for the viewer to keep his mind on the story, if there is one. The best thing to do is to let the hair down, sit back and relax and have fun. There are a couple of production numbers that are quite good—and unique, to say the least.

Nunnally Johnson produced and directed from his own screenplay which was based on a play by Howard Johnson, a novel by Edward Hope and another play by Lyford Moore and Harlan Thompson. The color is by De Luxe.
Running time, 88 minutes. General classification.

AL STEEN

"Break to Freedom"

(Eros-U.A.)

A NEW British film about prisoners of war and their efforts to escape from the prison camp is "Break to Freedom." Although it is shaped from a familiar mold, it emerges as an exciting drama, mainly due to a fine cast acting its roles to the hilt.

Aside from one unusual deviation (the method of escape), the picture offers nothing startlingly different in situation or characterization with the stock "types" on both sides familiar to most audiences. Among these are the fair but stern German commandant, his vicious assistant and the bungling, stupid officer. The Allies are represented by the paternal "old man" in charge, the one who loves women, the one who loves food, the romantic hero and the jealous husband. Various other comic and dramatic characters appear, but not as often.

The "gimmick" in this case is a life-like dummy constructed by Anthony Steel, an artist. It is used to cover the absence of escaping prisoners at roll-calls and it is so constructed that it may be taken apart or put together within seconds.

Although Steel has the privilege to use it first, he prefers the others in his barracks to draw for it because of his unwillingness to face reality at home. Another man uses it, makes a successful escape but is later shot down.

When still another man is killed, the others believe the dummy to be a jinx and Steel a coward, but he eventually makes his getaway and is responsible for the death of the cold-blooded Nazi.

"Albert, R. N." is the film's title in England, for Albert is the name given to the dummy. Apparently there was such a "person" as Albert during World War II, although the story surrounding his exploits here is fictitious.

Jack Warner plays the senior British officer, a wise man with personal troubles of his own who watches over his flock with patience and understanding. He does a beautiful job. William Sylvester plays an American prisoner who, unfortunately, is not depicted as favorably as some of his British cohorts. Some familiar British actors include Robert Beatty as Steel's friend and Gay Middleton as one of those veddy jovial, good-natured fools so necessary in films like this.

Although "Break to Freedom" is reminiscent, it's always interesting. It was produced by Daniel M. Angel, directed by Lewis Gilbert and written by Vernon Harris and Guy Morgan from a play by Morgan and Edward Sammis. It is an Eros Films presentation, distributed by United Artists.
Running time, 70 minutes. Adult classification. Release, in July.

"Case of the Red Monkey"

(Todon-Allied Artists)

AN exciting little mystery melodrama is "Case of the Red Monkey," a British film starring Richard Conte and released in the U.S. by Allied Artists. While there is nothing extraordinary about the picture, the acting, direction and writing are good enough to make it a pleasant surprise. The film mixes politics and mystery with more emphasis on the latter. Most audiences should find it briskly entertaining.

Conte plays a special officer for the U.S. State Department who comes to London to escort a famous Russian scientist back to Washington. At this time, several other nuclear scientists are murdered and the only clue is the alleged appearance of a little red monkey at the scene of each crime. Conte's charge, Dushenko, is the responsibility of Scotland Yard superintendent Russell Napier while he's in London and when an attempt is made on his life, Napier sends him to a rest home in the country.

The American begins his own investigation of the strange case, for the attempted murder was not committed by a man, apparently. He finds the headquarters of the group behind the killings with the unwilling assistance of an over-enthusiastic newspaperman. He learns they've discovered the whereabouts of Dushenko and, still unaware of how the murders are committed, rushes to the home and disposes of the murderer.

Although the title is an intriguing one, it has very little to do with the mystery which itself has some implausibilities. However, screenplay writers James Eastwood and Ken Hughes have provided the actors with some good dialogue and the actors responded with some good performances. Standout in the cast is Napier as the perplexed, but intelligent Scotland Yard man. The love interest is supplied by Rona Anderson, Napier's niece. Colin Gordon plays the obnoxious reporter who eventually helps Conte only to be shot for his trouble.

The film was produced by Alec C. Snowden, directed by Hughes and based on a story by Eric Maschwitz. The unusual background score is played only by an organ piano, in keeping with the bizarre overtones of the title and plot. The picture is a Todon Production.
Running time, 74 minutes. General classification. For July release.

"The Big Bluff"

(Wilder-U.A.)

THE denouement of this melodrama provides the liveliest moments for this apparently modest-budgeted picture, furnishing a twist whereby the killer is apprehended for the wrong murder. The villain of the piece is John Bromfield, portraying a money-mad, nefarious playboy who marries for money with the intention of killing off his wife. The victim is Martha Vickers, a successful young business woman, who, suffering from a heart ailment, is given only a year to live. Won over by Bromfield's charms, eager to find love, she marries her would-be killer.

Although the plot lines offer suggestions of thrills, the pace of the picture, the dialogue and some of the acting are such that much of the suspense is diluted. Interiors and close-ups take up a good deal of the picture which offers a twist in the usual yarns about murder for money.

Bromfield, after his marriage to Miss Vickers, finds fate taking a strange turn as his wife's health improves, in spite of her not obeying doctor's orders, and, according to the doctor, Robert Hutton, she has a chance for full recovery. This is against Bromfield's plans and he starts a feud which ends with his wife's death. Another death, the one of Bromfield's mistress, Rosemarie Bowe, brings police into the story and a solution to the crimes is found.

Others prominently featured in the cast are Eve Miller and Max Palmer. W. Lee Wilder produced and directed this story from a screenplay by Fred Freiberger.
Running time, 70 minutes. Adult classification. Release, in July.

M. H.

Goldstein to Chicago For 'Phenix' Premiere

Morey (Razz) Goldstein, vice-president in charge of domestic distribution for Allied Artists, will leave here today for Chicago to attend the world premiere of the Samuel Bischoff-David Diamond production of "The Phenix City Story" at the Woods Theatre tomorrow.

Following the opening, Goldstein will leave for Hollywood to attend meetings with Steve Broidy, AA president; Harold Mirisch, vice-president; John Flinn, director of advertising and publicity, and other studio executives, on forthcoming company product.

Fonda to Star in His Own UA Film

Henry Fonda will star in "Twelve Angry Men," the award-winning television play by Reginald Rose, as a joint production venture of his newly-formed Orion Productions and Rose's own production company, it was announced by Fonda, Rose and Arthur B. Krim, president of United Artists, which will release the film.

"Twelve Angry Men" is the first of the films from Fonda's company under terms of a deal calling for the star to produce six films in five years for United Artists release.

Celebrities to Attend Premiere of 'Virgin'

Jay Robinson, who co-stars with Bette Davis in the 20th Century-Fox CinemaScope production of "The Virgin Queen," will head a contingent of entertainment personalities at Friday's benefit premiere of the film at the Strand Theatre in Portland, Me.

Robinson, flying from Hollywood for the event, will join Miss Davis to welcome a press and celebrity party of more than 100 coming on from New York for the premiere benefitting the Children's Theatre of Portland.

Other personalities who will attend the opening are Tom Ewell, Shirley Yamaguchi, Faye Emerson, Conrad Nagel, Jinx Falkenburg, Maggi McNellis and Danton Walker.

Robert Rappaport to Wed

BALTIMORE, July 17. — Robert Rappaport, son of Isador M. Rappaport, who is associated with his father in operating the Hippodrome, Town, Little and Film Centre Theatres here, has left for Atlanta, where he is to be married next weekend to Miss Ellen Marx. The bride-to-be is the daughter of Mr. and Mrs. David Marx, Jr. and a graduate of Goucher College.

the seven year itch

MAIN TITLES BY NSS!

Sensational main, credit and end title treatment produced by National Screen Service for the great 20th Century-Fox CinemaScope hit in De Luxe Color brings these unusual, first time trade comments:

THE Film DAILY

"... Starting with a brilliant credit-design job, it is through-out easy on the eyes ..."

SHOWMEN'S TRADE REVIEW

"The picture deserves at least a variant of an Academy Award for its extremely effective main title."

VARIETY

"Saul Bass's main title, a series of hinged and perambulatory patches on a multi-colored field attracted audience comment at the Broadway preview at Loew's State."

MOTION PICTURE DAILY

"The tone of the picture is set early by the multi-colored patchwork of boxed credits, names and their roles flashing from different sections of the screen."

The Hollywood REPORTER

"Many clever production innovations. Among the brighest of these is the novel and amusing use of title cards."

National Screen expresses its admiration to Saul Bass, distinguished artist-designer who created the original idea for the titles for "THE SEVEN YEAR ITCH" and also for "CARMEN JONES", another NSS title production.



NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

In the THEATRE Equipment *& Refreshment* World . . . *with RAY GALLO*

S. O. S. Cinema Supply Corp., New York, has marketed a new 16mm film viewer designed to project a large "aerial" image 3 by 4 inches, for editors, laboratory workers, animators and TV technicians. It is called the "S.O.S. 16mm action viewer." The viewer features a coated, revolving optical prism with a magnifier viewing glass, self-lubricating bearings, individual frame and focus knobs, a high-power projection lamp with adjustable brightness control, and built-in cue marking. A special base is also available on which the viewer and an S. O. S. "Ediola Sound Reader," optical, magnetic or a combination of both, can be placed in exact synchronization. The viewer is built of aluminum alloy and measures 16 by 10 by 12 inches. S. O. S. has just opened a new Western sales office in Hollywood, Calif., at 6331 Hollywood Blvd., to serve nine states. Alan C. Macauley has been appointed exclusive western representative.

•

Ampex International has been formed as a new division of the Ampex Corporation, Redwood City, Calif., manufacturer of theatre sound systems and other equipment, including magnetic tape recorders. Announcement of the new division was made by George I. Long, Ampex president, who explained it is designed to expand the company's business to countries outside the U. S. Named as managing director of Ampex International was T. Kevin Mallen, vice chairman of the Ampex board of directors. Assisting him is Harrison Johnston, director of the new division.

•

A large new bottling plant has been opened in Maspeth, Long Island, by Canada Dry Ginger Ale, Inc. to serve Brooklyn, Queens, Long Island, and most of Manhattan. R. W. Moore, Ginger Ale president, reports the new showplace plant is "equipped for the highest degree of automation which is presently possible in soft drink production." The plant is said to have a production capacity of 19 bottles per second or 29,000 cases of quarts and small bottles per day.

•

A. Richard Dahlem has been appointed an assistant superintendent of the roll film division, Kodak Park Works, according to an announcement by Ivar N. Hultman, Eastman Kodak vice-president.

•

The Thomas D. Richardson Company, Philadelphia, has introduced a new 10c-size package of its pastel mints. They are wrapped in cellophane bags of "pocket-size" and were designed as a supplement to the company's large "family-size" package.

HOLLYWOOD . . *on the march*

BY SAMUEL D. BERNS

ARTHUR LANDAU has acquired musical stage rights to the Broadway and screen classic, "The Barker." The play dates back to 1928, before the first release of the film. Landau, seeking M-G-M's loanout of George Sidney to direct the musical version, also owns rights to "The Jean Harlow Story." (Did we hear someone paging Marilyn Monroe?)

☆ ☆ ☆

"Viva Las Vegas," formerly titled "Weekend at L.V." will roll Aug. 19 at Metro with Roy Rowland directing, Pasternak producing, and lotsa big names.

☆ ☆ ☆

Gerald Mayer, producing and directing Ed Dukoff's "African Drum Beat" TV series down in the Kimberly diamond mine district, claims his estimation of agents has gone up 1,000%. The only way he can find actors there is to advertise or hire actors who happen to know other actors.

☆ ☆ ☆

Don Fedderson will scout the eastern straw-hat circuit for faces to feature in his TV films before the majors tap the best.

☆ ☆ ☆

Clouts McCardle is ready to bet some of his money that Leon Errol will become TV's No. 1 comedian if the MBS-Hughes RKO deal jells.

☆ ☆ ☆

With Mel Shavelson and Jack Rose, the writing-producing-directing team at Paramount, getting ready to pilot "Kitty Hawk" as their next production, and Warner's Leland Hayward-Billy Wilder production of "The Spirit of St. Louis" around the corner, we can look for a big jump in airplane stocks in 1956. And, if we can ever get "Jet Pilot" out of the hangar, Robert Stack's career will be booming. Catch him in "House of Bamboo." He plays opposite Jennifer Jones in 20th's "Good Morning, Miss Dove," being readied for release; and Ed Grainger just picked him for the lead in RKO's "Great Day in the Morning."

☆ ☆ ☆

The board room and dining facilities of the new Screen Directors Guild Building are being used by Samuel G. Engel, president of SDG.

☆ ☆ ☆

John Ford has Bob Steele, western star of the silent era, playing a Texas Ranger in "The Searchers."

☆ ☆ ☆

Ross Baodassarian and Les Baxter are composing two Gypsy songs for Jane Russell in Columbia's "Tambourine."

☆ ☆ ☆

It took Mitzi Gaynor four days to get rid of laryngitis before she could play her first scene with George Gobel in "The Lady Eve."

☆ ☆ ☆

S. J. Perelman, one of America's finest humorists, is at work on the screenplay for "Around the World in 80 Days."

☆ ☆ ☆

Rod Alexander was signed by 20th to direct the dances for "Carousel." This gave Roy Fitzell his biggest break when he was asked to replace Rod and finish out the Alexander-Bambi Lynn engagement at the New Frontier Hotel in Las Vegas.

☆ ☆ ☆

Julie Adams, who co-stars with Charlton Heston in "The Private War of Major Benson," will start a whirl of interviews for the film in Manhattan, Kans., and then on to Manhattan, N. Y.

☆ ☆ ☆

Joey Faye has arrived in Hollywood to appear in the film version of "The Tender Trap" for M-G-M, in the same role that he played in the Broadway production.

Teamsters

(*Continued from page* 1)

trust proceeding in the theatrical hauling industry.

Other defendants have consented to a judgment last April and Local 817 had entered a nolo contendere plea, and in turn was fined $2,500 by the Federal District Court.

The anti-trust division in June, 1953, sued the union and four New York firms, charging an attempt to monopolize the transportation of motion picture and theatre scenery in the New York area. Companion civil and criminal suits were brought. The four firms agreed to a consent judgment in April, promising not to fix prices, allocate customers or carry on certain other activities. They also pleaded no-contest to the criminal suit and were fined $10,000.

The union on Friday entered the no-contest plea to the criminal suit and also entered into a consent judgment for the civil suit. The judgment bars the unions from entering any future price-fixing agreements.

'WB Presents'

(*Continued from page* 1)

each taking its title from an outstanding Warner Bros. full length motion picture—"Casablanca," "King's Row" and "Cheyenne." The show is due to start over the coast-to-coast ABC-TV network on Sept. 13.

The weekly programs will be completely self-contained stories and at least six minutes of each one-hour program will be devoted to a "Behind the Cameras at Warner Bros. Studios" segment.

Publicists Pledge

(*Continued from page* 1)

that Frank McFadden and Associates had been selected as Hollywood publicity and public relations representatives for the Audience Awards poll and will work with the publicity directors committee through the office of Clarke Wales, executive secretary of the committee. This appointment was announced following conferences in New York among McFadden, Coyne and McCarthy.

Tobin Named

(*Continued from page* 1)

Palace and Rialto, South Norwalk, Conn., shifts to the Bridgeport house, with Bill Landers, assistant manager of the Garde, New London, named acting manager of the two South Norwalk houses.

These appointments were disclosed by Harry Feinstein, Stanley Warner zone manager.

Cite Rosalind Russell Unit for Flood Work

WASHINGTON, July 17. — Rep. William H. Avery (R., Kans.) praised actress Rosalind Russell and other members of a Columbia Pictures film unit for helping raise money for the relief of the tornado-stricken town of Udall, Kans.

Avery declared that Miss Russell, director Logan and other members of a Columbia film unit were on location at Hutchinson, Kans., and threw themselves completely into activities designed to raise money for the survivors.

'Ultimatum'

(Continued from page 1)

out to feather their own nests" has been expressed by at least two distribution chiefs.

"Where relief is honestly needed, we are more than ready and anxious to cooperate," one executive said, "but we are suspicious of some of the requests for adjustments for the smaller exhibitors made by big operators."

Some curiosity has been aroused by Berger's declaration last week of a one-week deadline for distributors to make good on "oral commitments." Berger stated that there had been a lot of promises by the distributors, "but not much action." Reports here are that the distributors will center their offers of relief only on the very smallest "distress" situations, with little or no change in present sales policies of the larger operations.

U.A. Tokyo Meet

(Continued from page 1)

personnel attending the conclave, president Arthur B. Krim noted that foreign grosses for 1955 were running ahead of 1954's record returns, and declared, "We have come a long way in the past few years. I am sure that it has been as gratifying for you, as it has been for me, to be a part of the exciting rebirth of United Artists. I know, too, that after you have seen and heard our plans for the future, you will realize that this experience of the past few years has merely been preparation for the great days ahead."

"The Phenix City Story"

(Continued from page 1)

office of Attorney General of the state, issued a warning note to the company that there were still some people around the city who did not want this picture made. There are no marquee names. Most of cast was selected from realm of television faces. Only familiar face belongs to John McIntire, one of our finest character actors, who pours wealth of understanding into lead role as Albert Patterson, a lawyer, roused by his son, who joined his father's law practice on return from military service in Germany, into fighting a ruthless syndicate responsible for brutality and murders in the community. Richard Siley, who plays the son, will find his name on marquees for a long time to come with the showcasing of his strong emotional and physical talents in this film.

Kathryn Grant, another new and pretty face with ability, registers strongly as a card dealer who loses her life to the mob when she tries to reveal the names of the murderers. Edward Andrews as the gambling leader, Lenka Peterson as John Patterson's wife, and James Edwards, colored gambling house worker whose young daughter is also murdered as a warning to all who think they can destroy the crime machine, are excellent in their sensitive roles.

Success of this exciting, suspenseful drama, could not have been achieved without the gifted directoral craftsmanship of Phil Karlson. He proves himself in this, his best film, to be master in art of realism. His action shots are unique, and his ability to draw top performances is evident throughout the well-paced development of the Crane Wilbur and Dan Mainwaring screen play.

The preview at the Academy Theatre included a film sequence which was cut into a newsreel featuring Clete Roberts, well known newscaster, who interviews some of the people in Phenix City who are identified in the documented story. The use of this film clip may prove valuable in the prologuing of the feature.

The story evolves as a series of violent incidents which occur upon John Patterson's return to Phenix City with his family from abroad, until he finds himself in the Attorney General's chair that was to have been filled by his father. It highlights his fight to arouse people against the city's forces of corruption, making the community a safer place in which to live.

George White's editing and the low key lighting of Harry Neumann's camera are worthy contributors to the Bischoff-Diamond project.

Running time, 100 minutes. Adult classification. Release in July.

SAMUEL D. BERNS

S-W Net

(Continued from page 1)

equivalent to $1.01 per share on the common stock outstanding, as compared with a net profit of $1,495,000 for the same period last year, equivalent to 64 cents per share on the common stock which was then outstanding.

Included in the expenses for the 39-week period ended were charges for depreciation and amortization totaling $3,373,800 which compared with similar charges of $2,238,100 for the corresponding period last year.

Theatre admissions and merchandise sales, rents from tenants, etc. aggregated $68,630,600 for the current 39-week period which compared with $44,236,400 for the comparable period last year.

Loss on Fixed Assets

A loss of $123,600 was sustained on sales of fixed assets during the 39 weeks as compared with a profit of $80,800 from similar sales during the same period last year. The provision for contingencies amounted to $75,000 as compared with a charge of $100,000 last year. Provision for estimated Federal and Canadian income taxes amounted to $2,850,000 in the 1955 period as compared with $1,100,000 for the 1954 period.

Stanley Warner operates approximately 275 motion picture theatres and is the producer and exhibitor of Cinerama pictures. One of Stanley Warner's wholly owned subsidiaries is International Latex Corp.

IN BIG CITIES OR SMALL TOWNS... THEY'RE GOING MAD FOR



MAD AT THE WORLD"

starring
FRANK LOVEJOY • KEEFE BRASSELLE
CATHY O'DONNELL • KAREN SHARPE

MAD CHICAGO	ROOSEVELT	STANDOUT! (HELD OVER)
MAD DETROIT	PALMS STATE	WHAM!
MAD BOSTON	PARAMOUNT FENWAY	TERRIF!
MAD SAN DIEGO	BALBOA	BOFF! (HELD OVER)
MAD LONG BEACH	IMPERIAL	SMASH! (HELD OVER)
MAD EL CENTRO	FOX	GREAT

"Strong juvenile delinquency drama-packs lusty wallop!" —HOLLYWOOD REPORTER

Produced by COLLIER YOUNG • Associate Producer JAMES H. ANDERSON • Written and Directed by HARRY ESSEX • Distributed by FILMAKERS RELEASING ORGANIZATION

A prominent exhibitor paid us the kind of compliment that means most to us when he put it this way:

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FAME

Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

Editorial Director: Charles S. Aaronson; Eastern Editors: Pinky Herman, Vincent Canby; Hollywood: William R. Weaver, Samuel D. Berns; Washington: J. A. Otten; London: Peter Burnup; Photo Editor: Floyd E. Stone.

July 18, 1955 Vol. 1, No. 1

Spotlighting the News

► **FILMS**—Behind every deal or rumored deal for the purchase of a major film company's product backlog for television—including the O'Neil brothers' negotiations with Howard Hughes for RKO Radio Pictures—is the great big question mark about the value of the inventory. One qualified observer said recently that the answer is simple—"A major film company's inventory is worth somewhere between $1,000,000 and $25,000,000 for television purposes!" The reason for the tremendous spread is that so many variables exist. If only one company's product has the field to itself for several years, the upper limits of the estimate could be reached. If the market is flooded with thousands of features the public's taste could be saturated.

► **TOLL TV**—Comments pro and con—mostly con—are still reaching the Federal Communications Commission on the Toll TV issue. Conspicuous by their absence are the views of the advertising agencies and trade associations. While advertising agencies would be directly affected by any shift of shows from sponsored television to a subscriber fee basis, they have been strangely silent. As masters of persuasion it had been anticipated that advertising spokesmen would take a vigorous position on Toll TV. Most logical explanation of the reticence is that advertising agency management has decided that the traditional professional standard of taking no position for or against any media applies to Toll TV.

► **ELECTRONICAM** — That DuMont is giving up all ideas of maintaining a regular television network to concentrate on building up its two owned and operated TV stations and to promote the use of its Electronicam camera among producers was underscored in two specific announcements in the week. Ted Bergman, head of the corporation's broadcast division, announced that contracts had been signed for the use of the Electronicam by Jackie Gleason for his forthcoming CBS-TV "Honeymooners" show, production on which starts August 16 for an October 1 debut. Mr. Gleason, who happily has no truck with canned laughter, says the Electronicam will enable him to "retain all the spontaneity (of a live show) and yet give us and the sponsor the many advantages of film." By way of building up its station programming, DuMont in the week also announced an agreement with the Phoenix theatre, prominent New York City "off-Broadway" legitimate group, for the telecasting of five of its productions next season after the conclusion of the stage runs.

► **DISNEYLAND** — The preview of Walt Disney's fabulous Disneyland amusement park witnessed yesterday by millions of all ages through the eyes of more than a score of ABC television cameras is significant for a number of reasons. Not least of these is that it emphasizes the "triple threat" character of the enterprises of the cartoonist who became a master showman in several media. It was Disney who proved that what was "given away free on television *could* be sold in theatres." The Disneyland 60-acre recreational and amusement area at Anaheim, California, built at a reported cost of over $15,000,000, is by far the biggest single Disney enterprise. Even the cost of "Snow White" or "Fantasia" is small in comparison. Whether the amusement park will be able to help both television shows and theatrical features and shorts—as well as being profitable on its own—will not be known for some time. Probably even Disney himself does not know the break-even point of Disneyland because plans for its development are still in progress. At any event it would be only a foolish or reckless gambler who would bet against any project of Disney, the master showman.

► **BRITISH UNIONS**—The signing of the unprecedented five-year wage agreement by the left wing Association of Cinematograph and Allied Technicians (ACT) and the Association of Specialized Film Producers means that labor and management have buried their differences so that Britain can fight unfettered for a larger share of the films-for-television business. The eyes definitely are on America. The union is even opening up its doors to new members in order to be better qualified to service the needs of the producers who think they can make cheaper or better film programs in England.

► **GENEVA**—The Big Four and their numerous aides start their meetings today in Geneva and the competition is going to be keen, diplomatically and professionally. Never has there been a top level international conference which will have been so thoroughly documented by the various information services. While President Eisenhower trades carefully translated phrases with Premier Bulganin, the television and newsreel cameramen will be competing for film honors, beats and scoops, to rival the well publicized competition that surrounded Queen Elizabeth's coronation. It wasn't so long ago that the newsreel people had a monopoly on history - in - the - making. ABC has nine men on hand; CBS a top team headed by Edward R. Murrow and Eric Sevareid, and NBC a team led by

(Continued on following page)

"Television Today"

THIS initial appearance of "Television Today" gives concrete recognition of the growing integration of the two major factors in the amusement world—motion pictures and television.

Hereafter "Television Today" will appear every Monday with "Motion Picture Daily," augmenting the established news service of this publication with concise reports and analyses of the significant news and events of the television industry.

"Television Today" will be written and edited in a manner reflective of the dynamic pace and increasing importance in the amusement world of the medium of television. Its purposes will be both informative and interpretative, geared to the requirements of the busy reader with a careful avoidance of trivial detail.

It will be a weekly highlight of what the well-informed showman needs to know, providing together with the customary motion picture news service a quick, readable and responsible source of information on significant events transpiring in the world of television.

—Martin Quigley



SPOTLIGHTING THE NEWS

(Continued from preceding page)

William R. McAndrew, director of news. Fulton Lewis, Jr., is covering for Mutual. Their work will dominate the news and special events programs for days to come, with coverage ranging from man - in - the - street talks to top level interviews. Indication of what's to come was to be seen on last night's special preview programs over CBS and NBC. The only aspect of the Geneva parley which probably will be overlooked by the networks is the likely meeting of Ed Murrow and Fulton Lewis. Human interest.

► LION'S SHARE—MGM, a pacemaker in the motion picture industry since the year of its establishment, 1924, long had a policy that it made little difference who did what first because it would not really be done best until the Metro entry arrived. On account of this there is a certain "Crossing of the Rubicon" feeling about the inauguration of "The MGM Parade" (ABC) starting September 14. It is now evident that plans for the program made George Murphy decide not to be the host on The Colgate Hour. He will be both director and host of his own studio's show. Leslie Petersen, 20 years with MGM in publicity, radio and television coordinating, is executive producer. Final plans for the program were made at a meeting presided over by Arthur M. Loew, president of Loew's International, who during the past two years has been assuming an increasing role in domestic activities as well.

HEY! HERE COMES THAT GREAT BIG PROGRAM SHOW BOAT

by VINCENT CANBY

Did you hear about the
man who fell into a vat of
Italian Balm?
What happened?
He softened to death.
—Vintage-Radio Gag.

THE GREAT American Little Man, who in the last half-century has come through two world wars and taken on the responsibility of the atom bomb without visible signs of wear or tear, is about to be subjected to the most concentrated siege of entertainment and information in the history of the world, principally by way of television in the 1955-56 season. Whether or not he is going to soften to death, like the unfortunate victim of the radio writer's fancy, is in large part the responsibility of the Big Three networks.

In the coming 39-week fall-winter period, they will be transmitting a modestly estimated total of 3,972 hours of big-budget, across-the-board programming.

Happily, tentative Fall schedules indicate survival. At hand is no vat of Italian Balm. Programs are not only getting bigger, longer and more colorful but, according to advance information, they should have a higher consistency of quality than ever before. It will be a season of "firsts," ranging from NBC's Saturday-Sunday-Monday spectaculars, encompassing everything from essays on juvenile delinquency to works by Cole Porter and Gian-Carlo Menotti; to the debut of the new motion picture company shows—the 60-minute "Warner Brothers Presents" and the 30-minute "MGM Parade"—both on ABC, and to the once-monthly series of 90-minute CBS spectaculars sponsored by Ford and involving the talents of such as Noel Coward, Mary Martin and Paul Gregory.

NBC Well Set

Most thoroughly defined at the present time is the NBC schedule, which includes 39 90-minute spectaculars in the S-S-M series, plus at least 36 other specials designed by NBC communicators for painless enlightenment as well as entertainment. In the latter category are 20 to 30 60- to 90-minute documentaries, which will probably be seen on Sunday afternoons. They include a feature covering the history of Communism in Russia ("Nightmare in Red"); "Young India," a 90-minute film in color, and "1976," another 90-minute show to be seen October 9 which will attempt to preview the largesse which will have come to Americans by the time of the country's 200th anniversary.

The Saturday nights in NBC's Autumn will be dominated by 13 Max Liebman shows, as well as a new hour-long variety show in which Perry Como will be star and host. The Liebman productions kick off October 1 with an all-star (Ezio Pinza, Wally Cox and Dennis Day) musical version of "Heidi." The Sunday night "color-spreads" include some true scoops: the two-hour Mary Martin-Helen Hayes "Skin of Our Teeth" September 9; the November 6 telecasting of Sir Alexander Korda's "The Constant Husband," starring Rex Harrison, prior to its theatrical release; the December 4 live television debut of Maurice Chevalier; a 25th anniversary program for and with Ethel Merman October 6; Sir Alexander's VistaVision production of Sir Laurence Olivier in Shakespeare's "Richard III."

Stars Maurice Evans

The late Sunday afternoon time slot on NBC will be highlighted by Maurice Evans' eight-show program on the "Hallmark Hall of Fame," with the 90-minute series launched October 23 with "Alice in Wonderland" and to be followed in November by G. B. Shaw's "Devil's Disciple." Another series in this slot is to be the "Book-of-the-Month Theatre." The NBC Opera Theatre will present six "Sunday Matinees," including two new works, standard repertory works and a Christmas Day special.

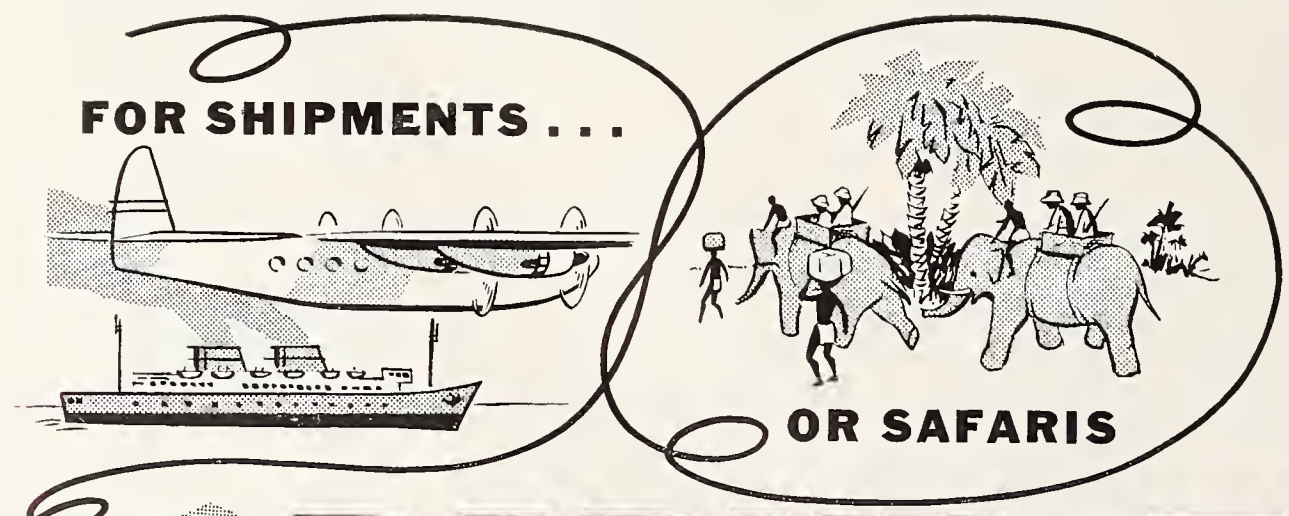
The Monday night "Producers Showcase" series gets under way September 19 with a musical version of "Our Town" starring Frank Sinatra, to be followed by, among other things, a reprise of Mary Martin in "Peter Pan" January 9. Impresario Sol Hurok also is putting together a Concert Series to go into the same Monday night time slot, with such stars as Marion Anderson and Jascha Heifetz, and including a special featuring the Sadlers Wells ballet in their full-length "Sleeping Beauty" December 12.

Color and Action

All this will, of course, be in addition to the comparatively "more standard" NBC programming such as the weekly "Robert Montgomery Presents," The Kraft Theatre, and the Philco-Goodyear Television Playhouse; the Gobel show; the Caesar show, and the Tuesday nights with Milton Berle in glorious full color, and the shows of Martha Raye and Bob Hope.

The most spectacular innovation at CBS is the series of 10 90-minute Ford Star Theatre programs on Saturday nights starting September 24. Bing Crosby will star in two; two will be produced by Paul Gregory, including a salute to America's minstrelsy called "The Big Banjo"; and Noel Coward, besides teaming up with Mary Martin in a variety show, also will produce and star in his "Blithe Spirit"

(Continued on opposite page)



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HERE THEY ARE

(*Continued from opposite page*)

and the American premiere of his "Peace in Our Time." Also set, but without a time slot yet, is a series of 90-minute color films to be produced and starred in by Orson Welles.

Also promised by CBS is Jack Benny's starring in six 60-minute "Shower of Stars" programs on Thursday nights, in addition to his biweekly Sunday night shows. Three of his "Shower" shows will be original comedies and two will be musicals. Also on the network's strong Saturday night lineup is the new 30-minute Jackie Gleason "Honeymooners."

Plenty from CBS

Coming from CBS on Tuesday nights are: the new Phil Silvers series (on film); Marie Wilson in "Miss Pepperdine"; Red Skelton, with a new format, and the ubiquitous "$64,000 Question." On Wednesday nights Godfrey and friends will probably be on film and followed by the United States Steel Hour which will alternate with the new General Electric-sponsored hour-long drama series being produced by 20th Century-Fox and to be called, appropriately, "The Twentieth Century-Fox Hour." Sunday nights will see Ed Sullivan rolling on and on and the debut of the Alfred Hitchcock series which, the network would like everyone to know, will include the Master's Touch.

At ABC, headed parentally by Leonard Goldenson of American Broadcasting - Paramount Theatres, the emphasis in new programming is very much on Hollywood. Launched October 3 in the 5 P.M. to 6 P.M. slot in all time zones is the "Mickey Mouse Club," described as "live action and cartoon, fact and fancy" designed to snare all those children who either can't stay up for—or just can't get enough of—"Disneyland" Wednesday nights.

The latter, of course, continues, with more of Davy Crockett coming up. The Tuesday night "Warner Brothers Presents," the hour-long series based on "Casablanca" (adventure), "Cheyenne" (Western) and "King Row" (romance), starts September 13. The new "MGM Parade" probably will go in the slot following Disneyland.

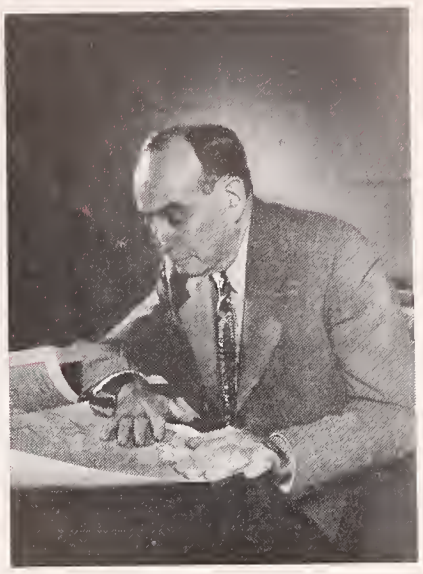
An "Adult" Western

Other new ABC material includes the Bishop Fulton J. Sheen half-hour on Thursday nights; a Wyatt Earp "adult" Western series Tuesday nights, and on Fridays a Chevrolet-sponsored half-hour, most likely under the title "Men in Black" and having to do with the exploits of chaplains in wartime. Against Ed Sullivan of CBS and the NBC color spread series, ABC has on the fire for Sunday nights a 90-minute feature film package.

WHERE IS MY TV CENTER TODAY?



Photos by Television Today



Robert Moses



THE City of New York considers television welcome, and valuable. The television companies themselves have liked it fine. These days, traffic, noise, taxes, space, combined with the availability and goodwill of Hollywood, plus a concentration there of film making have made the companies take a long and carefully reappraising look.

There may be a big move to Hollywood. But it also may be a case of getting together with the other fellow to put all the scattered studios (about 20 each in the instances of NBC and CBS) under one roof.

This is not new, as an idea. What is new is that New York Governor Averell Harriman, representatives of New York's Mayor Robert Wagner, the Department of Commerce, and such authoritative officials as Commissioner Robert Moses (in the upper right corner) met the other day in New York with representatives and some higher brass from the networks.

They are said to have discussed the Deepdale Country Club, Lake Success, on the city-Nassau line (see above), part of which is being taken for the Long Island Expressway and which as a golf club may be finished; and the Rockefeller Center project which for some time has been NBC's idea of centralization.

Visualization of the latter is a "vertical" television plant which someone (the network, Rockefeller Center, or someone else) would build at the rear of the Roxy theatre, up to Sixth Avenue, and between 50th and 51st streets (see cut). Refusal to comment on what so far has been an NBC-Rockefeller Center enterprise is the order of the day, although Gus Eyssell, Center president, leans toward letting the other fellow talk, on the ground that "they're doing the buying."

CBS refuses officially to comment on matters vertical and horizontal. Its rumoured Idlewild Airport experimentation so far would allegedly be a project for the news services, saving, for instance, much time, trouble and money in the handling of films shipped from overseas. The airport noise problem will be complicated as more Turbo-Jet Viscount planes come into service. They wail like a Banshee.

The Governor is off to Europe. And the Mayor, back from Europe, is certainly in favor of keeping television in his city, or maybe even on its edges. He has said as much: the industry



benefits the city (taxes) and the city benefits the industry (a pool of talent). What his administration intends to do specifically he has not said.

Robert Moses may have some ideas (he always has), but he's not saying, this week. He prefers to let those who have tens of millions at stake tell the public—or each other. Planner extraordinary, consultant, administrator, official (Triborough Bridge Authority, Department of Parks, Long Island State Park Commission), Mr. Moses these days studies the maps.

Put a "television city" over those ghastly looking 250 acres of Sunnyside railroad yards, the Queens Chamber of Commerce this week urged Governor Harriman.

Bill Zeckendorf will come on stage now, please.

Who Said What

Mayor Robert Wagner of New York City on the matter of a television center for somewhere in his big metropolis:

"We, of New York City, are very anxious to keep the television capital of the nation here. It is a tremendously growing industry and many people here in New York look to it as an ever expanding field of employment. Of course, too, it seems to me we are the center of attraction here for the stars of the entertainment world and the creative arts, and I sincerely hope that our television centers remain here. This Administration will do everything possible to assist in a program to see that they remain in New York City."

Dr. Milton S. Eisenhower, president of Pennsylvania State University, who is on a tour of Europe, said in an Edinburgh press conference:

"Education by television can be just as effective as classroom instruction. Within the next five years, Penn State, which has been teaching psychology and chemistry by television, will expand its experiments in TV teaching. There is practically no difference in the marks of students taught by TV and those who attend classroom lectures."

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The Show-Makers

Victor Borge, poultry farmer of Southbury, Connecticut, and originally of Copenhagen, Denmark, last week was signed by CBS-TV to an exclusive contract for the 1955-56 season. Under terms, Mr. Borge will appear in two special one-hour programs and make guest appearances on several other of the network's shows.

◆

Warner Brothers has completed its production staff for ABC-TV's "Warner Brothers Presents," scheduled to have its premiere September 13. Gary Stevens, who heads the organizational setup has on his staff: Oren Haglund, production manager; Richard Diggs, story editor; Solly Baiano, casting director, and Perry Ferguson, art director. J. English Smith is serving as liaison between Warners and ABC.

◆

Walt Disney has signed a "snorter and a head-buster," six feet four, 230-pound Jeff York to play legendary Mike Fink, King of the Keelboaters, in "Davy Crockett and the Keelboat Race" on "Disneyland" September 14 over ABC-TV.

◆

Frankie Laine, who has made innumerable guest appearances on TV, gets his own show for the first time Wednesday night when "Frankie Laine Time" starts over CBS-TV in the spot vacated by the vacationing Arthur Godfrey and His Friends. Tony Marvin will be announcing for Mr. Laine; Seymour Berns is directing and Lester Gottlieb is producing. They'll be at work eight weeks.

◆

Nanette Fabray, a regular on Sid Caesar's "winter" NBC-TV program which this season did the famous "Haireuts" parody on the Creweuts, gets a chance to meet the real Creweuts Tuesday night when she guest stars with them on the CBS-TV Arthur Murray Show. Miss Fabray's press agent, who was not asked, says she will not sing anything from the "Barber of Seville."

◆

Coming on CBS-TV's Spotlight Playhouse are Paul Kelly in an adaptation of Joseph Conrad's "The Black Mate" August 2, and Anthony Quinn as an unrelenting Texas ranger in "The Long Trail" August 9.

◆

Barry Sullivan and Luther Adler star in General Electric Theatre's "Man With Vengeance" over CBS-TV July 24. It has a Hollywood narrative.



Leslie Petersen, now executive in charge of television production for MGM. Mr. Petersen has supervised the studio's radio activities for the past nine years. See page 10.

Musical personality Hank Sylvern now is featured with comedian Dick Van Dyke on a special segment of the CBS-TV "Morning Show" Mondays, Wednesdays and Fridays. This particular segment, between 8 and 9, features Mr. Van Dyke telling children's stories which Mr. Sylvern delineates with original piano and organ music.

◆

Jack Carson, a very funny man who has also done well by serious roles, plays another in the offbeat category Wednesday night in "The Gambler," the United States Steel Hour presentation on CBS-TV. Mr. Carson will be seen as a has-been gambler who tries desperately to recoup in one big come-back, and wins only some lasting values.

◆

Aileen Paul this week takes over the cooking part of WRCA-TV's Herb Sheldon Show while Josephine McCarthy is vacationing. Miss McCarthy returns July 25.

◆

John Reed King is having a wonderful time in Atlantic City, producing and moderating ABC-TV's new panel show, "Let's See," which had its debut last Thursday night. Premiere guest panelists included Coleen Hutchinson, Miss America of 1952; Tony Canzoneri, former lightweight and featherwight boxing champ, and singer Felix Knight.

◆

Margaret Field will star as "Judith" in General Electric's version of "Dark Victory" on the "Front Row Center" CBS series Wednesday at 10 P.M. with Fletcher Markle as producer-director. This is the role which Bette Davis created in the Warner film of the same name back in 1939. Kent Smith will appear opposite Miss Field.

◆

Next Monday night when Hume Cronyn and Jessica Tandy co-star in the NBC-TV Spectacular presentation of "The Four Poster" it will mark the 732nd performance — counting the Broadway run and subsequent nationwide tour. The TV audience can best be realized when the number of viewers will be larger than the combined audiences of the previous 731 performances.

◆

New York viewers will have a weekly opportunity to cash in on a quiz show Saturday August 6 when Walt Framer's new "Ringabuk" bows in on WPIX, 10-10:30 P.M. The format involves questions and answers plus flashing of dollar bill serial numbers for home viewers to match.

◆

Columbia Recording Artist Guy Mitchell will be host of "Toast of the Town" (CBS) Sunday, July 24 for vacationing Ed Sullivan. Polly Bergen and British Ventriloquist Arthur Worsley will be guests.

◆

Franklin Bruck Ageney has signed Al Stahl's Animation Productions to make another series of 20-second "Style-ized Horse" TV spots for the Roosevelt and Yonkers Raceways. New technique utilizes cutouts for animation.

◆

Albert McCleery, NBC executive who introduced the theatre-in-the-round technique to television, has been named executive producer of NBC-TV's forthcoming "Matinee," the series of hour-long dramas in color which will be telecast every afternoon beginning October 3.

◆

Charles McGraw has been handed the important role of Rick in the "Casablanca" segment of ABC-TV's "Warner Brothers Presents." This completes the major casting on the series.

◆

Norman Frank has been signed as producer-director of "People at Home," the new feature segment which will precede NBC-TV's "Home" and extend the time of that program to 1¼ hours. The new segment gets underway August 22.

REPORT TO THE INDUSTRY

Excerpts from the July issue of the NAB Newsletter. Published by National Audience Board, Inc.

"HIGH SCORE FOR 'TOPPER'

('Topper's Highland Fling' previewed)

. . . would like to see more programs of this kind."

"'RIN TIN TIN' RECOMMENDED

('Dead Man's Gold' previewed)

. . . definite appeal for the whole family."

PETER GOELET
President, NAB
New York City

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Carl Ritchie, Mgr.

HOLLYWOOD, U. S. A.:

NBC's Color City in Burbank will bring new life to the Hollywood scene when Milton Berle arrives to inaugurate the first regular network color-casting from here for his entire TV season starting Tuesday, September 27. Berle's move to the coast will prove a shot in the arm to NBC prospects for sponsors, and will provide employment for plenty of Hollywood personalities as well as steady jobs for color crews.

"Whirlpool" appliances, "Sunbeam" and RCA will be splitting the Berle tab three ways, and the big question at the moment is whether the local beaming of the color at 5 P.M. for the 8 P.M. New York viewers will be repeated as a black and white kinescope to catch the after dinner contingent here.

Costs Are Cut

NBC's Color City was designed especially for color-casting with facilities to handle shows of proportions far greater than those that can be handled out of New York. The cost factor has been greatly reduced with construction of props and sets right on the premises, eliminating trucking problems. Complete wardrobe facilities are also housed in the spacious structure. And plans are already under way to construct more stages and administration buildings on the acreage.

The planners are contemplating three regular monthly spectaculars here from NBC-TV before the end of the year, with alternating days weekly, starting with "Our Town" as a musical for Frank Sinatra on Producer's Showcase, Saturday, September 19. The following Spec would be presented on the Sunday of the next week, and another a week later on Monday.

Dinah Shore is being set for one of the big ones. Her delivery and production of the "Whatever Lola Wants" number in the first color-cast from here ought to make the sponsors anxious for a special series of Dinah Spectaculars. . . . **Jack Webb** will be getting a break from the sponsors of Colgate Variety Hour Sunday when his guests on the show, **Janet Leigh, Peggy Lee** and **Ella Fitzgerald** in addition to film clips help launch his Warner Brothers feature, "Pete Kelly's Blues." . . . **William Bendix** has 14 more "Life of Riley" programs to film in order to complete the series.

Look for **Alfred Hitchcock** to add stature to TV programming when he finishes shooting "The Man Who Knew Too Much" at Paramount. The famed director will toss his talents into the TV ring with four suspense shows this Fall. . . . **Robert Newton** completed 26 of the "Long John Silver" film series in Australia, which **Byron Haskins** directed. He's back with plenty of stock footage to complete 13 more which he will direct and star in. . . . **Ben Blue** has a half-hour pilot titled "Squeegee," which he produced with **Ray Ryan. Phil Rapp** is also in the package. . . . **Bert Granet**, who produces next season's "The Loretta Young Show" just finished writing a delightful screenplay titled "Springtime in Copenhagen."

Frank La Tourette is planning to shoot a couple of the "Medic" programs in Ireland and on the Continent. . . . **Eddie Cantor, Jack Webb, Bob Crosby** and **Dick Powell** have accepted appointments on the National Audience Board by **Peter Goelet**, after **Hubbell Robinson** suggested that place be made for four top ranking Hollywood personalities to help maintain high standards for the airlanes. . . . **John** Scott Trotter has only held three jobs in his theatrical career. He expects to match his 18 years with **Bing** in new association with **Gobel**. . . . Several thousand ballots about television preferences have been circulated throughout the Beverly Hills school system, and filled out by parents, are now being tabulated and studied by psychologist **Mason Rose** as an NAB survey. . . . **James Nasser**, head of General Service Studios, has formed Consolidated-Tele Pictures, Inc., to film a new TV series titled "Space Riders," with 39 half-hours of the inter-planetary stories budgeted at an average of $25,000 per stanza.

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130 West 46th St. New York City

Passing in Review

THE $64,000 QUESTION, CBS-TV, 30 minutes, July 12, 1955.

Many millions of Americans looked in Tuesday night to see whether, after a week's reflection, Mrs. Catherine Kreitzer would risk losing $32,000 on the chance of winning double that amount. Probably few in the country disagreed with her judgment that while she expressed confidence that she could answer the question, she should not be so immoderate as to chance losing all (except a consolation prize of a Cadillac). The size of the audience generated for "The $64,000 Question" (CBS) in the short time it has been on the air does not necessarily prove the program is good television. If the function of television is only to attract an audience and hold them for the selling of merchandise—in this case Revelon products — "The $64,000 Question" is an undoubted success. Its format follows the tried and accepted radio and television quiz-giveaway pattern. Only the prize is larger. If television is supposed to entertain and make some kind of real contribution, "The $64,000 Question" is sorely wanting. All the program offers is the curiosity appeal of what individuals will do about taking monetary risks. It is to be doubted that many in the audience even pay much attention to the questions asked. There is little practical knowledge to be gained from the questions. The thrill comes only when a "victim" misses or makes a financial "killing." The success of this program should not encourage a lot of imitations—but it probably will. Soon there'll be the $640,000 Question and then a new "gimmick" will have to be found.

ROBERT MONTGOMERY PRESENTS "The Paper Hero," NBC-TV, 60 minutes, July 11, 1955. Sponsor: Johnson's Wax.

The second show in the "Robert Montgomery Presents" summer series was slowly paced, unintentionally lightweight material. Written by Dagny Delph and directed by Martin Magner, "The Paper Hero" attempted to define something of middle-aged loneliness in the plight of an aging bachelor who is pursued and almost won by a well-meaning but grasping widow. The situation, potentially quite moving, was developed at a turtle's trot in dialogue neither very sharp nor penetrating. John Gibson, in the title role, and Dorothy Blackburn, as the widow, did as well as might be expected.

BRITISH TV

LONDON: Lord Kemsley has withdrawn from the Kemsley/Winnick group—one of the four groups appointed as programme contractors on the Independent Television Authority's commercial network.

The Kemsley/Winnick group, however, although selected by I.T.A. to run the Birmingham, Lancashire and Yorkshire weekend programmes, never reached the stage of formation of a company. It is understood the need for more capital than was originally anticipated proved the stumbling block.

The I.T.A. is currently advertising for a new contractor. The Birmingham station is scheduled to be in operation by the end of this year. It is rumoured the mass-circulation *Daily Mirror* (4,500,000) is interested in acquiring a contract for the important outlet.

Agreement is expected to be reached soon between the Association of Specialised Film Producers (A.S.F.P.) and British Actors Equity on filmed TV commercials. It follows the recent signing of a five-year agreement between A.S.F.P. and the Association of Cinematograph & Allied Technicians.

——*William Pay*

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SAG and Producers Race Toward July 20 No-Contract Deadline

by WILLIAM R. WEAVER

HOLLYWOOD: No Hollywood labor contract negotiations since those which led to studio strikes in 1945 and 1946 have been so intently watched, and so widely regarded as fraught with precedental consequence, as those started June 6 by the Screen Actors Guild with the Alliance of Television Film Producers and the Association of Motion Picture Producers and broken off July 7 when negotiators, according to John Dales, Jr., SAG executive secretary, reached an impasse prompting the guild to notify the Federal Mediation and Conciliating Service of the existence of a dispute.

The present contract, covering actors, singers and announcers in television films, expires July 20. Although no strike intentions have been stated by SAG, it is axiomatic that SAG members do not work when no contract exists, which will be the case July 21 unless negotiations have been resumed, or arrangements made.

The SAG board of directors meets tonight to consider calling a special membership meeting to discuss possible strike action.

Second Runs the Key

Although wage adjustments upward are among demands by SAG in the new contract under negotiation, it is widely understood that the key issue on which negotiations broke down is the guild's demand that television film producers repay actors for second-run of films in which they appear. Under the expiring contract, re-payment begins with third-run, and both AMPP and ATFP have been adamant against commencing re-payments on second-run. Although these contract negotiations have no direct bearing on SAG contracts with AMPP for theatrical films, and concern only those films produced primarily for television use, it is the general belief in professional circles that AMPP feels SAG would be likely to demand second-run repayment for actors in theatrical films also, ultimately, if second-run repayment were established as a precedent in television-film contracts.

ATFP embraces about 20 of the most prominent producers of television films.

Under the expiring contract, actors are re-paid 50 per cent of their original payment at the time of third run of the picture, this payment covering the fourth run also. They are paid 25 per cent for fifth run, the same for sixth run, and then no further.

Under the contract sought, actors would be repaid 100 per cent of their original payment for second run, 100 per cent for second run, 100 per cent for third run, 75 per cent for fourth run, and 25 per cent for each later run.

The radio and TV contract, negotiated by the Writers Guild of America and which goes into effect today, does not provide for any increases but does give the writer certain important benefits, such as greater participation in the sale of subsidiary rights. It also covers authors' relationship with networks, independent producers and advertising agencies with whom, under the old agreement, authors had to deal individually. This particular contract has until March, 1958, before it expires.

Meanwhile, as the weekend began, negotiations in New York between the United States Scenic Artists Union Local No. 829, A.F.L., and ABC, NBC and CBS still were up in the air. Federal Conciliation Commissioner J. R. Mandelbaum was meeting with union negotiators in hopes of averting the strike which could tie up all live broadcasting from New York. At issue was a matter of wages—the "final" offer by the networks having been flatly rejected by the union. New negotiations are expected this week.

SHOWS ON THE MARK

"Book-of-the-Month Theatre" would be the name of the newest in the NBC-TV program of spectacular drama, for which sponsors now are sought and which would go into the 4 to 5:30 Sunday afternoon slot. The once-monthly show, budgeted at $150,000 exclusive of network time, would present attractions based on Book of the Month titles, with Book of the Month getting 60 seconds at the end of each program to plug its organization.

◆

NBC-TV also has on the fire, for a debut the first week of October, a plan that, if successful, could keep the average housewife glued to her chair one more hour five days a week. It will be a live, color, hour-long drama, complete unto itself, presented daily from 3 to 4 p.m. Although it would sell soap, or anything else the sponsors offer, it would not be soap opera. It would use for the most part original scripts on the order of the slick fiction found in the ladies magazines.

◆

"Trilby," George DuMaurier's classic about artist and model, is due for thorough TV reworking. A musical version to be called "Svengali and the Blonde" will be a 90-minute NBC spectacular July 30, starring Carol Channing, Ethel Barrymore and Basil Rathbone. Orson Welles, who recently signed a deal with CBS for the production of a series of 90-minute color films, also plans to use the property, probably as his first production.

◆

"Night Ride to Butte," starring Arlene Whelan and William Bishop, is the initial offering in the new Pall Mall Playhouse, the half-hour dramatic series which has its premiere Wednesday night over ABC-TV.

◆

"Life Begins at 80," with Jack Barry as master of ceremonies, comes full circle July 31 when it returns to the ABC-TV network. The program was first seen over ABC-TV from October, 1950, to March, 1952. In the meantime it's been at DuMont.

◆

"Star Time Playhouse," CBS-TV's Tuesday night half-hour dramatic series which had its premiere last week, will occupy the 8 to 8:30 p.m. time slot until the forthcoming "Navy Log" series is launched September 20.

◆

NBC-TV's "Matt Dennis Show" goes to color tonight for the remainder of the summer. It originates in the Colonial theatre, New York.

◆

"The Vaughn Monroe Show" returns to the air tomorrow night for a twice-weekly series in color and black-and-white over NBC-TV. The program, originating in New York, is replacing the "Dinah Shore Show" on Tuesdays and Thursdays. The latter returns September 13.

◆

Highlighting ABC-TV's Monday nights will be "Medical Horizons," a half-hour, live documentary series which begins September 12. Fred Carney is the producer-director of the series which will originate via live remote telecasts from medical institutions and research centers throughout the country. The sponsor is CIBA Pharmaceutical Products, Inc., of Summit, N. J.

WHO's WHERE

LESTER GOTTLIEB last week was appointed director of daytime programming for CBS-TV, it was announced by Hubbell Robinson, Jr., CBS Television vice-president in charge of network programs. Mr. Gottlieb joined CBS in 1948 and since late 1951 has been vice-president in charge of CBS radio programs, in addition to which he has produced several network TV shows.

GIRARD CHESTER, who joined NBC in 1954 as program coordinator of the television network, has been named manager of program sales administration for NBC-TV, Michael Dann, director of program sales of the network, has announced.

WILLIAM KOBLENZER, eastern sales manager for DuMont, last week was named sales manager of the Dumont Television Network and Electronicam production services.

H. GRANT THEIS, manager of the film services department of the CBS Television Network, has been appointed director of operations, Hollywood, it was announced by Frank B. Falknor, CBS-TV vice-president in charge of operations.

CLAUDE MAHONEY, editor of CBS Radio's "Farm News," this week is accompanying a group of Russian farmers on a tour of farms in Iowa.

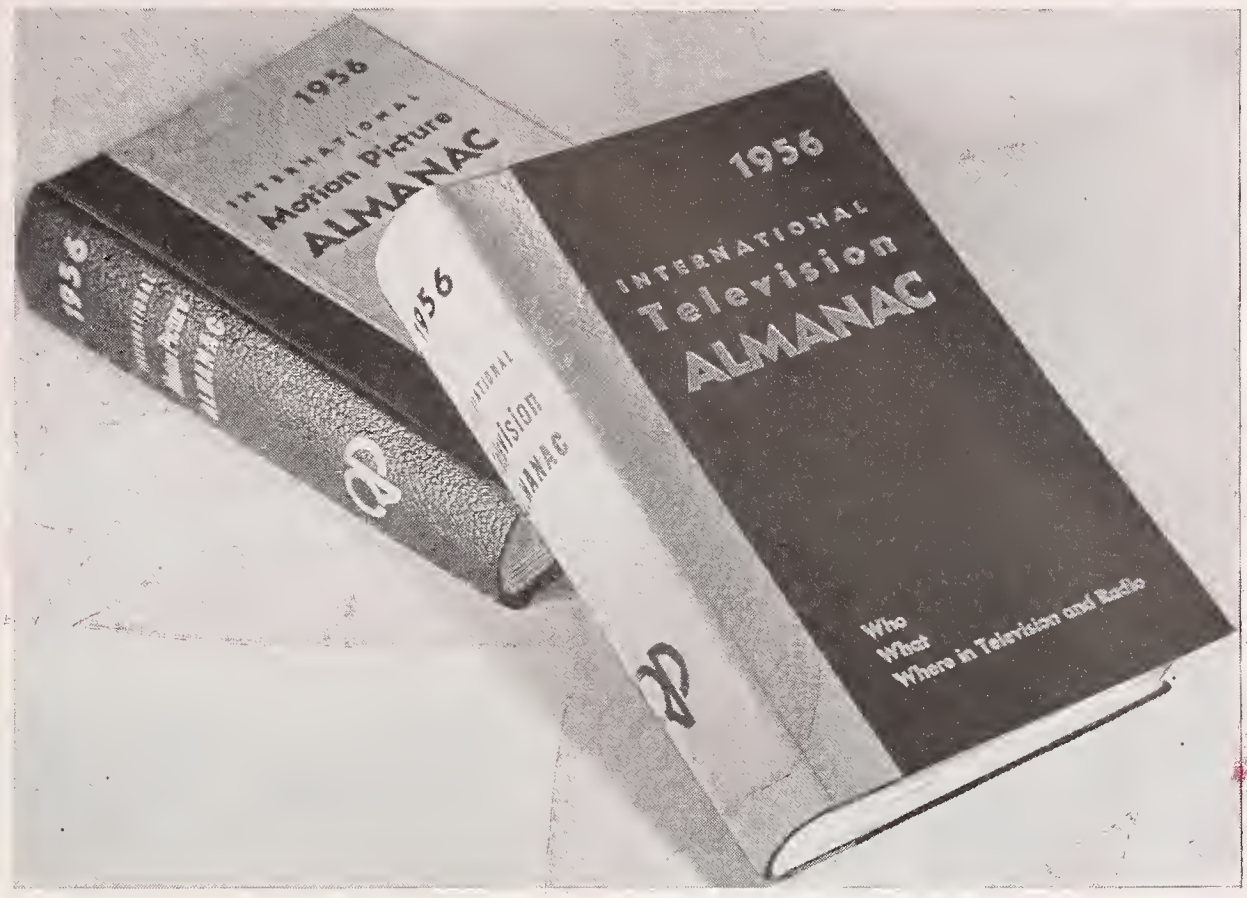
JOHN H. EKSTEIN, supervisor of advertising and promotion for WABC and WABC-TV, has been promoted to the newly created post of assistant to the director of advertising, promotion and publicity for ABC, it has been announced. Also promoted at ABC were **JACK FIELDS,** exploitation writer, to chief of the newly formed exploitation unit, and **ADOLPH SETON,** trade news editor, to assistant manager of publicity.

ROBERT M. FISK today was appointed supervisor of films for ABC's film syndication division.





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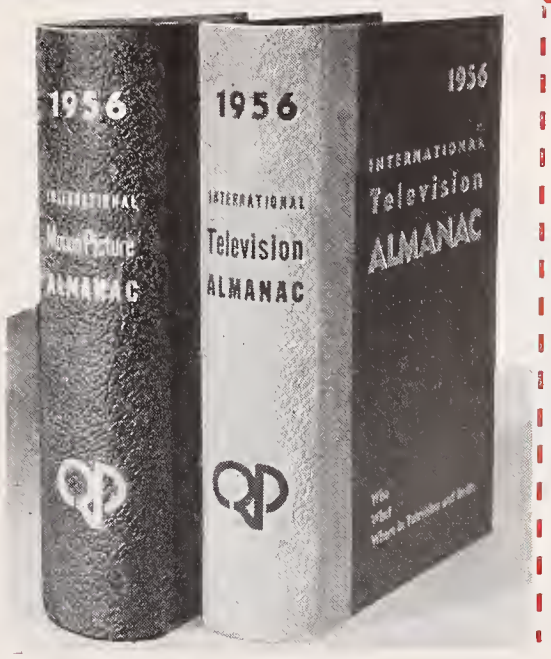
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O'NEIL GETS RKO RADIO FROM HUGHES FOR $25,000,000 CASH

Board Acts

MPAA Rejects Sponsorship of Academy TV

The board of directors of the Motion Picture Association of America yesterday rejected a proposal whereby the MPAA would sponsor the telecasting of Academy Awards nominations and the presentations of the Oscars. The board's action followed a similar stand taken by the Association of Motion Picture Producers on the Coast.

It was estimated that the "package deal" involving the two telecasts would have cost in the neighborhood of $900,000. Consideration of the

(*Continued on page* 5)

UA Far East Gross For 6 Mos. Up 80%, Picker Tells Meet

Special to THE DAILY

TOKYO, July 18.—United Artists grosses in the Far East and Australasia for the first six months of 1955 are running 80 per cent ahead of returns for the same period last year, it was reported here today by Arnold M. Picker, vice-president in charge of foreign distribution, as he opened the company's first international convention to be held in the Japanese capital.

This gross, Picker told the gathering of executives and representatives

(*Continued on page* 4)

Russ Brown Named FWC Ad.-Pub. Chief

Special to THE DAILY

PORTLAND, Ore., July 18.—Russ Brown, Oregon district manager of Evergreen Theatres, has been transferred to Los Angeles, where he has been named as advertising and publicity director of some 150 Fox West Coast theatres under the direction of Western general manager E. F. Zabel.

Oscar Nyberg, veteran Evergreen

(*Continued on page* 4)

7 Chicago Theatres To Show Title Bout

Seven theatres with a 25,000 seating capacity in the Chicago area will present the Marciano-Moore heavyweight championship fight from Yankee Stadium on Sept. 19, it was announced yesterday by Nathan L. Halpern, president of Theatre Network Television.

Ticket prices will range at the seven Chicago theatres from $3.50 to $5.50. Halpern said that the last closed circuit television fight was available to approximately 14,000 seats in Chicago.

WB-ABPC to Make Big Musical Abroad

From THE DAILY Bureau

LONDON, July 18.—Completion of arrangements for a large-scale Anglo-American production of "This Is My Man" by Warner Bros. and Associated British Pictures Corp. was announced here today by Robert Clark of ABPC.

Van Johnson and Joan Fontaine will be co-starred in the production which will utilize the music of Johann Strauss. Most of the background will feature Austria's famed Salzburg Festival, where location shooting will start on Aug. 24.

Gottfried Reinhardt, son of Max Reinhardt, founder of the Salzburg Festival, will be both producer and director.

The Deal Is Said to Be One of the Largest In American Finance; No Changes in the Present Personnel Assured by New Owner

Special to THE DAILY

LAS VEGAS, Nev., July 18.—Thomas F. O'Neil of the General Tire & Rubber Co., today purchased RKO Radio Pictures, Inc., from Howard Hughes.

The purchase price of $25,000,000 in cash is believed to represent the largest single financial transaction in the motion picture industry and one of the largest cash sales by an individual in the history of American finance.



Howard Hughes

The contract was signed today and the multi-million dollar check is scheduled to change hands next Monday.

The sale comprises the major motion picture producing and distributing company with extensive studio and production facilities in Hollywood and Culver City, Calif.; control of studios in New York City; access through part-ownership to producing facilities

(*Continued on page* 5)

Allied Set for Crucial Meet

From THE DAILY Bureau

WASHINGTON, July 18. — Top officials of Allied States Association will start arriving here late tomorrow for two days of crucial meetings.

Wednesday morning, the Exhibitors Defense Committee will meet to draw up its report and recommendations on recent exhibitor meetings with distribution leaders. Wednesday afternoon and Thursday, Allied's board of directors will meet at the Statler Hotel to consider the EDC report.

The board will decide whether to press for Congressional hearings this month on exhibitor problems, or other action to take on the EDC report.

In addition to action on the EDC report, the board will discuss plans for the November Allied convention in Chicago and will work on Allied's system for exchanging rental information among exhibitors.

"To Hell and Back"

(Universal-International)

(CinemaScope) *Hollywood, July* 18

HERE'S a live grenade, hurled by an expert straight at the ticket-wicket and sure to blow box office records sky high. It's the life story of this nation's most celebrated soldier, starring that soldier and filmed the way he lived it. That makes it easily the most authoritatively authentic war picture ever produced—a circumstance that is powerfully reflected in its audience impact and is likely to figure the same way in ticket sales. It's the tremendous story of Audie Murphy, America's most decorated fighting man, tremendously told with color by Technicolor and dimensions by CinemaScope, and it stacks up as a standout attraction of the present or any season.

"To Hell and Back" is the title of Murphy's best-selling book about himself, and its complete fitness to the subject is demonstrated again and again as the camera follows the soldier through his three years

(*Continued on page* 5)

Compo to Announce Awards Nominations In H'wood July 27

Elmer C. Rhoden, national chairman of COMPO's new Audience Awards poll, yesterday announced that the first nominees for the national election will be made public at a combined industry and press luncheon on July 27, in the Crystal Room at the Beverly Hills Hotel, Hollywood.

Deadline for balloting for the first nominations was midnight last night.

The initial voting by exhibitors, Rhoden said, is based upon pictures released from Oct. 1, 1954, to March 31, 1955, inclusive. Considering these dates, exhibitors have been asked to vote for 10 entries in each of the following categories: Best picture, best performance by an actor; best performance by an actress; most promising new male personality and most promising new female personality.

The July 27 luncheon will be attended by approximately 300 people,

(*Continued on page* 4)

PERSONAL MENTION

AL LICHTMAN, 20th Century-Fox director of distribution, has arrived on the Coast from New York.

•

OSCAR MORGAN, Paramount short subjects and newsreel general sales manager, is leaving New York for a three-week tour of company offices in the West, Northwest and Canada.

•

HERB GILLIS, Paramount branch manager in Cincinnati, has returned there from New York.

•

HUGH OWEN, Paramount distribution vice-president, has returned to New York from Dallas and New Orleans.

•

RUDY BERGER, M-G-M Southern sales head, with headquarters in Washington, has returned there from a Florida vacation.

•

TED HARRIS, of the State Theatre, Hartford, has returned there with MRS. HARRIS from Cincinnati and Louisville.

•

JOHN FLINN, Allied Artists director of advertising and publicity, has arrived in New York from the Coast.

•

FOSTER M. BLAKE, Universal Pictures Western sales manager, will leave here today for Kansas City.

•

JAY BONAFIELD, RKO-Pathe vice-president, has left New York for Bermuda via B.O.A.C.

•

RAY MCNAMARA, of the Allyn Theatre, Hartford, has returned there from Cape Cod.

•

HARRY HAAS, Paramount branch manager in St. Louis, is in New York from there.

Harry Brandt Heads Two Conn. Firms

HARTFORD, July 18. — Harry Brandt, New York theatre executive, is listed as president of two new Connecticut amusement corporations, which have filed certificates of organization with the Secretary of State's office here.

The new firms are:

Barvic Theatres, Inc., Stamford; subscribed capital, $5,000; paid in cash, $5,000; president, Brandt; vice-president, Richard Brandt; treasurer, Vivian Gruder; secretary, George Goldson, all of New York; directors, Harry Brandt, Richard Brandt and Allan Fromme, also of New York.

Poquonock Drive-In, Inc., Poquonock Bridge, Groton; paid in cash, $1,000; president, Brandt; vice-president, Richard Brandt; treasurer and secretary, George Goldson, all of New York; directors, the two Brandts and Allan Fromme.

MEMPHIS BANS 'HUNTER'; REFUSES TO RE-REVIEW 3 OTHER PICTURES

Special to THE DAILY

MEMPHIS, July 18.—Censors banned two more pictures from Memphis screens over the week-end.

"Night of the Hunter" was banned. Sunset Drive-in, just across the Mississippi River in West Memphis, Ark., announced it would open with the banned film on Aug. 5.

Censors also banned, without viewing, the re-released film, "Notorious," starring Ingrid Bergman. The film played in Memphis in 1946, but Miss Bergman's private life has since incurred censor chairman Lloyd T. Binford's disfavor. Binford refused to see the film again, saying all Bergman films are automatically banned in Memphis. "Notorious" will open at the Sunset Drive-in on Thursday.

Tony Tedesco, Memphis branch manager of United Artists, received a letter from chairman Binford that the film, "Night of the Hunter," had been banned.

"He wrote me the film was 'the rawest' he had ever seen," said Tedesco. "The funny thing is that Binford wasn't at the screening."

Tedesco said only the three women members of the board attended the screening. Binford admitted he had not seen the picture. He said he did not intend to imply by his letter that he had seen it, although he said he knew what the film was all about.

Memphis censors also refused the request of Richard C. Settoon, branch manager of Universal International, to review for a second time the film, "City across the River." This film was banned five years ago in Memphis and was then shown at the city across the Mississippi River from Memphis.

Binford said, "We ban some 15 or 20 films a year; if we started looking at them again, they'd bring out these banned films year after year and we'd never get through with them."

In still another action, Binford said Universal's picture, "The Naked Dawn," which he had previously ordered held up, could now be shown.

250 Mexico Houses 'Scope-Equipped

MEXICO CITY, July 18.—Mexico now has 250 theatres equipped with CinemaScope, according to Americo Rosenberger, local Warners general manager, refuting a report in a local newspaper which asserted that widescreen is coming very slowly to Mexico because there are only 25 theatres so equipped. Rosenberger stated that Mexico "is ever in the vanguard" of Latin American countries in adopting all cinematographic advancements, and is therefore going for CinemaScope in a big way.

But the local 20th-Fox office, Allen Noye, general manager, says that soon Mexico will have 322 theatres CinemaScope-equipped, as 38 are now being so fitted and 17 others have contracted for that service, while 32 more are negotiating to be CinemaScoped. All these theatres are in the most important places of Mexico and comprise 75 per cent of potential business for American pictures in this country, Noye said.

Vincent McFaul Dies; Was Buffalo Leader

BUFFALO, July 18.—Vincent R. McFaul, 66, leader in Buffalo theatrical enterprises and president and general manager of New Buffalo Amusement Corp., died here in Mercy Hospital. At the time of his death the firm headed by McFaul operated Shea's Buffalo, Kensington and North Park Theatres and the Bellevue Theatre, Niagara Falls, N. Y. for Loew's Theatres Inc.

McFaul was the dean of local showmen, entering show business with the late Mike Shea in 1904. He was a member of Motion Picture Pioneers and Variety Club Tent No. 7. He is survived by his widow, Mrs. Elizabeth McFaul and three step-children.

Minneapolis, El Paso Readers Hit Toll TV

Television viewers have again voiced their overwhelming opposition to Pay-As-You-See TV, according to newspaper polls recently completed by the Minneapolis "Star & Tribune" and the El Paso, Tex., "Herald Post."

In a statewide survey conducted by the "Star & Tribune's" Minnesota poll, 72 per cent of all adult TV householders opposed the idea of slot machine television, while 22 per cent said that they favored "some sort of subscription television system in the U.S."

The El Paso survey indicated an even greater margin of opposition to pay-as-you-see TV, with a 15-to-1 vote against the system. Many voters included indignant letters voicing their feelings against the plan, the "Herald Post" reported.

David Chancellor Killed

LONDON, July 18.—David Chancellor, 42, since 1946 aide to Sydney Wynne, chief public relations officer of the J. Arthur Rank Organization, was killed at Amesbury, near Salisbury, while en route with Mrs. Chancellor and their two children for a holiday in Cornwall. Chancellor was struck by a motorcycle while returning to his car, which he had parked.

Hinsdale Services Today

HOLLYWOOD, July 18.—Funeral services will be held tomorrow afternoon at Forest Lawn for Raymond F. Hinsdale, 49, Paramount technical superintendent, who had been with the studio for 22 years, and recently was active with Loren L. Ryder, director of engineering and recording, in the development of VistaVision.

Hinsdale, who died on Friday, is survived by his widow and his mother.

$10,500,000 Is Asked In Hub Trust Suits By Arthur Viano

Special to THE DAILY

BOSTON, July 18.—Four separate anti-trust actions have been filed in the U. S. District Court here against the majors and some exhibitors in suits totalling $10,500,000 in damages. The theatres seeking damages are owned and operated by Arthur Viano and include the Teele Square Theatre, the Broadway and Somerville, all in Somerville, and the Regent Theatre, Arlington. The defendants are American Theatres Corp., New England Theatres, Inc., University Theatre, Inc., Loew's Boston Theatres Co., RKO Keith Orpheum Theatres, and Keith Massachusetts Corp. The defendant distributors are Paramount, Loew's, TCF Film Corp., 20th Century-Fox, Warner Brothers, RKO Radio, United Artists, Universal, Columbia Pictures, and Republic Pictures.

Arthur Viano is seeking damages on three counts of $1,000,000 on each count with the exception of the Regent Theatre on which damages of $500,000 on each count are being asked. On the first count he is seeking judgment against all the defendants on alleged national conspiracy; on the second count, he is seeking judgment on the local application of the alleged national conspiracy, and on the third count he is seeking damages against the defendant exhibitors with the exception of the University Theatre, Cambridge.

Cagney Replaces Tracy

HOLLYWOOD, July 18.—James Cagney has been definitely set to replace Spencer Tracy in M-G-M's "Tribute To a Bad Man," the studio announced. Tracy had to bow out of the film due to an infection which required immediate surgery.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"MISTER ROBERTS"
in CinemaScope and WarnerColor starring
Henry FONDA • James CAGNEY
William POWELL • Jack LEMMON
A WARNER BROS. PICTURE
and SPECTACULAR STAGE PRESENTATION

Just Completed at MOVIELAB
★EDITING rooms
★STORAGE rooms
★OFFICES
★SHIPPING rooms
For rent by the Day, Month, or Year
PROJECTION ROOM FACILITIES
MOVIELAB THEATRE SERVICE, INC.
619 West 54th Street, • New York 19, N. Y.
JUdson 6-0367

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second-class matter Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10¢.

PEOPLE

Don Swartz, owner of the Independent Film exchange of Minneapolis, announced that he has closed his independent poster service to devote full time to the development of his growing film distribution business.

Robert Hoffman of Menasha, Wis., has taken over operation of the Jefferson Theatre at Jefferson, Wis., purchasing the property from the former owner, **Harry Karp** of Milwaukee.

Val Myhre of Chilton, Wis., is the new manager of the Palace Theatre at Antigo, Wis.

Santiago Reachi, president of the Mexican Picture Production Assn., is in Havana arranging for wider exhibition of Mexican pictures in Cuba.

Otto Gross, formerly manager of the Rialto and Central Theatres in Atlanta is now with the Bailey Theatres, with headquarters in Atlanta.

Joseph Levine, Embassy Pictures president, flew to Los Angeles Sunday to view screenings of two pictures just completed and to set up franchise holders for "Sins of Pompeii" on the coast. He is distributing the picture nationally, and will return to Boston before the end of the week.

Harold Cummings, formerly manager of E. M. Loew's Riverdale Drive-In, West Springfield, Mass., has been named manager of Smith Management's Meadows Drive-In at Hartford.

Cameron MacKenzie, sales promotion manager of WICC-Radio and TV, Bridgeport, since last December, has been named assistant to **Philip Merryman**, president. MacKenzie at one time was a business consultant in the TV film distribution and phonograph records field in New York.

O'Dell on Way Back To Hong Kong Home

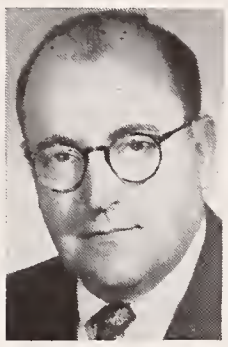
Harry Odell, Hong Kong distributor-exhibitor, who has been in Hollywood and New York for talks with Allied Artists executives, planed out at the weekend after a stopover in this country of two months.

First stop on a crowded schedule before he returns to the Far East is San Juan, where his sons operate a theatre circuit. Six weeks later, Odell will leave for London for conferences with Associated British-Pathe toppers, and to attend the Edinburgh Festival. Leaving England, Odell will spend two weeks in Paris and Rome before making the return trip to Hong Kong.

On Adelman Case

Levy Cites Importance of Texas Anti-Trust Decision

Court action on an exhibitor's request for the use of competitive bidding is of prime importance to all theatremen and has the potentiality of being a decision of extreme industry importance, according to Herman M. Levy, Theatre Owners of America general counsel, who yesterday released a statement analysing the significance of the jury verdict in the I. B. Adelman anti-trust suit in Texas.



Herman M. Levy

Levy, in commenting on the anti-trust suit brought against Interstate Theatres and eight major film distributors by Adelman interests who asked for $2,436,000 in triple damages, representing $500,000 for alleged forced sales of the Delman Theatre and $312,000 for alleged conspiracy to deny first run product, stated:

Not Close to 'Downtown'

"It is difficult to set forth the full meaning of the decision because it was rendered by a jury. That meant that there was no memorandum of decision of a judge by which to be guided. However, this much seems clear: the gist of the Adelman claim was that he had an adequate (1,239 seats) house for showing first-run pictures, but that he was denied the opportunity to negotiate for first-run as against the downtown theatres, for the years 1946-1948, the period sued for. Adelman's house was fairly distant from downtown.

"You will recall that in the Crest case (Maryland), the U. S. Supreme Court refused to upset the lower Court's decision that a "suburban" house was not entitled to negotiate first run pictures. At first blush, the Texas decision would appear to be in conflict with the Maryland decision.

Conflict Explained

A distribution attorney explains the apparent conflict, however, by stating that the Texas theatre was not really a "suburban" theatre in the sense that the Maryland theatre was, and in addition, that first run of certain art and foreign pictures was granted by distributors to another house near Adelman's without affording an opportunity to Adelman to get that product either.

"There is still a most interesting and important item before the Texas Court, which will be heard shortly, to wit, Adelman's request for injunctive relief compelling the distributors to permit Adelman to bid competitively for first run product. That matter will be determined by the judge and not by the jury. It is one of the few instances where an exhibitor threatened to go to litigation or went to litigation to compel the use of competitive bidding.

Hearing Slated Aug. 22

A verdict of $20,000 in favor of Adelman, a Houston theatre operator, was returned in Federal Court there last week. Under the triple damages clause of the Sherman Anti-Trust Act this would represent a $60,000 award. The court set Aug. 22 as the date for a hearing on the matter of equitable relief.

Dark State, Hartford, Books Boxing Show

HARTFORD, July 18. — This city's first theatre boxing show in years is scheduled for the night of Aug. 2 at the 4,200 seat State.

The Harris brothers, owners and operators of the downtown film-vaudeville location, normally closed during summer months, have rented out the house to local sporting promoters who will stage a bout featuring Chico Vejar and Hartford's Vic Cardell. The ring will be erected over the orchestra pit and the front rows, turning the auditorium into an amphitheatre.

If successful, the Aug. 2 bout will be followed by similar presentations, it is understood.

Puerto Rican Group To Study Exhibition

SAN JUAN, P.R., July 18.—The legislature of Puerto Rico has named a special investigating commission to probe the motion picture exhibition business here with the purpose of recommending legislation to the next regular session.

The legislature recently shelved a bill that would create a commission to set top admission prices on films.

Strike Threat Ends In Mexico Studios

MEXICO CITY, July 18.—A peace pact among producers, players and technical and manual workers ended the general strike which the unionists threatened to enforce pay hike demands of 25 to 50 per cent.

In an agreement made between Santiago Reachi, the producers association president, and Rodolfo Landa, secretary general of the National Actors Union, the players emerged with no strike, no pay hike and were allowed the continuance of making "quickies" —pictures produced in two weeks each, but won an increase of $240 in the producers' allowance to them as social benefits.

The technical and manual workers settled for a general five per cent increase and dropped demands for a 40-hour week and triple pay for overtime. But the producers promised to see to it that there be as little overtime as possible.

'Heart' to Normandie

"The Divided Heart," a Michael Balcon Production released by Republic Pictures, will have its American premiere on Aug. 3, at the Trans-Lux Normandie Theatre here.

News Roundup

Schine Conclaves Held

Maximum promotion of all product was the main keynote sounded by speakers at the one-day regional meetings of the Schine Circuit in Syracuse and Herkimer, N. Y., Cleveland, Lexington, Ky., and Easton, Md., last week. Louis W. Schine, Donald G. Schine and Seymour L. Morris, from the home office in Gloversville, addressed the conclaves in Syracuse, Cleveland and Lexington. Bernard Diamond, J. Dewey Lederer and Sy Evans spoke at Herkimer and Easton. A total of 125 attended these meetings.

■

Tornadoes in S.D.

Just as the owners of the East Park drive-in at Watertown, S. D., were putting the finishing touches on a new wide screen, a tornado swooped down and snatched the screen tower. The Welworth Starlite at New Ulm, Minn., fared a little better with a twister when flags, sections of fencing and doors were swept away, but managed to get light on the screen for the evening show. The weather was much kinder to Worth Stocker, owner of the new outdoor stand at Gettysburg, S. D., when two nights before the grand opening a rainbow appeared over theatre. As a consequence of the good omen, the ozoner will be known as the Rainbow Drive-in.

■

Florida Drive-In Interrupted

Construction of the Carol Shores Drive-in on Plantation Key, Fla., has been discontinued pending settlement of a land dispute. Major and Mrs. Robert Duncan purchased the land in January of this year from Bill Conner, realtor, as agent of James Brett of New York. Meanwhile the Duncans have plans under way for a new indoor theatre in Islamorada, Fla.

■

"Court Martial" Conflict

Edward Kingsley, American distributor of the British film, "Court Martial," has warned Warner Bros. that he considers the title "Court Martial of Billy Mitchell" to be in conflict with theirs, and will seek a restraining order if WB does not voluntarily abandon it. Kingsley pointed out that the title had been registered with MPAA early in 1954.

■

Martin Starr To Be MC

Martin Starr is now master of ceremonies on "Here's Hollywood." This new TV presentation will appear via the Mutual Broadcasting System, Monday through Friday, from 12:00 to 12:05 P.M.

■

Cinerama Tops in Cincy

"Cinerama Holiday" grossed $31,500 in Cincinnati during its first week, whereas the first week receipts of "This Is Cinerama" amounted to $28,000.

Compo

(Continued from page 1)

Rhoden said, representing leading Hollywood press figures, industry leaders and exhibitors.

Nominations for the second period close in August and for the third in October. Combined, the three periods for which the exhibitors are casting ballots will cover a full year of released pictures.

On the basis of these selections, the public will be asked to cast its ballots in theatre lobbies, to determine final winners, during the public voting period, Nov. 17 to Nov. 27. Each ballot will have blank spaces for the names of write-in candidates.

The final winners will be announced in Hollywood early in December at an internationally publicized ceremony.

Rhoden pointed out that all balloting by exhibitors is being tabulated by Price Waterhouse & Co.

So. Calif. Industry Mass Meet on Awards Aug. 2

Harry C. Arthur, Jr., chairman of the Audience Awards committee for Southern California, has called an all-industry mass meeting in the Boulevard Theatre, Los Angeles, on Aug. 2, for discussion of the Audience Awards. All film exchange personnel will attend the meeting, and all exhibitors are urged to bring along their entire staffs, including managers, assistant managers, advertising and publicity directors.

Elmer C. Rhoden, national chairman of the Audience Awards committee and president of National Theatres, will speak for the exhibitors. Y. Frank Freeman, vice-president of Paramount Pictures Corporation, will speak for the producers and Ronald Reagan will speak for the Actors Guild. Other prominent industry representatives also will be present.

'Must Succeed,' Says Arthur

"The spirit of this meeting cannot help but generate the enthusiasm we need," Arthur said. "The Audience Awards plan must succeed. Our patrons do the voting and we the exhibitors must make the right nominations; and then get the public to vote by following through on the simple rules laid down. The Audience Awards plan is our one great chance! It is imperative that you and your staff attend this outstanding meeting held for our own welfare!"

'Laramie' Grosses Big In 4 Texas Theatres

Columbia's four-city premiere of "The Man From Laramie" in Texas last week resulted in top grosses in all four theatres over the weekend, according to film company reports received from Robert J. (Bob) O'Donnell, general manager of the Interstate Theatres circuit.

Over $19,200 was registered at the Majestic in San Antonio in five days; $14,800 was reported by the Majestic in Houston for four days; the Majestic in Dallas grossed better than $10,700 in three days and the Worth in Fort Worth took in $7,100 on Saturday and Sunday, Columbia reported.

Opening day figures at the four theatres for "The Man From Laramie" were $4,660 in San Antonio; $4,833, Houston; $4,205, Dallas; $4,538, Fort Worth, it was announced.

HOLLYWOOD . . on the march

BY SAMUEL D. BERNS

GOOD FELLOWSHIP PAYS OFF: Ernie Summers, who runs a gas station-restaurant-grocery store combination near Barstow, Calif., remembered NBC's Phil Berle (Milton's Brother) for his morale-building efforts when they were shipmates in the Navy. Ernie phoned Phil last month when a couple of Geiger counting prospectors, who had been making his coffee and doughnuts a daily habit, told him they just acquired their limit of 14 claims to some valuable ore about 20 miles away. Result: Ernie and Phil each have 20-acre leases adjoining the Lucky Don Juan mine, recently reported as the richest uranium strike in the West.

☆ ☆ ☆

We remember Reggie Rose when he worked in publicity at the Warner home office. Reginald Rose, now one of the brightest new writing discoveries, has joined forces with Henry Fonda in a joint venture which will bring his Television Academy "Emmy" award drama, "Twelve Angry Men," to the screen. Reggie will do the screenplay and Hank will star. . ."Marty," you really started somethin'!!

☆ ☆ ☆

What's In A Name?: Three Stan Kramers made news last week. ABC-TV's Hollywood publicist was a perfect host on the Coast for the newsmen junket to Disneyland and the M-G-M and Warner studio briefings on the new shows which will be presented over the network starting in September. The "Not As A Stranger" producer left for Europe with a pocket full of "hope" on grossing reports. And, the Stan Kramer novelty act at the Desert Inn in Las Vegas brought in some rave notices.

☆ ☆ ☆

The LiberAces, Lee and George, will be talking about their Warner film, "Sincerely Yours," at their concert engagements starting next month at the Utah Fair Grounds in Salt Lake City and the Memorial Stadium in Charlotte, N. C.

☆ ☆ ☆

Sarita Montiel, the Spanish-born screen beauty, won the co-starring spot with Mario Lanza in "Serenade," which ace director Tony Mann is megging for producer Henry Blanke.

☆ ☆ ☆

Herschel Gilbert, who did such a fine job as musical director of 20th's "Carmen Jones," will compose the musical score for Bert Friedlob's "News Is Made at Night."

☆ ☆ ☆

The Paramount in San Francisco used radio spots and newspapers to invite parents free if accompanied by their seven children to see "The Seven Little Foys." One man phoned and asked "if it had to be seven." When assured this was the case, he replied: "That's too bad. I've got nine."

☆ ☆ ☆

A gypsy orchestra of 40 men and a choral group of 65 mixed voices will support Jane Russell and Cornel Wilde's pre-recording of two songs for Howard Welsch's "Tambourine."

☆ ☆ ☆

Jacques Tourneur's direction of Allied Artists "Wichita" caught Eddie Grainger's eye for a similar assignment in guiding RKO's Technicolor-Super-Scoper "Great Day in the Morning."

☆ ☆ ☆

With Bob Weitman and Leonard Goldenson applying their motion picture experience to ABC network operation, it was inevitable that the current motion picture concept in the publicity-advertising-exploitation of its programs should be instituted. A dozen new names are augmenting this department. Ernie Stern is studying film studio operations and is on the prowl for a couple of men to hypo the Coast setup.

☆ ☆ ☆

Although the name of Robert Howard is not listed in the credits of Alfred Hitchcock's "To Catch a Thief," it was the English dramatist's play "The Committee" in 1665 which established the phrase "Set a thief to catch a thief.". . . just in case they try to stump you with this on a quiz program.

☆ ☆ ☆

The Forward Look: Carol Ohmart performing in front of a new Chrysler convertible for Mike Curtiz in "The Scarlet Hour."

UA Gross

(Continued from page 1)

from the U.S. home office and 11 foreign countries, represents the highest receipts registered in the Far East-Australasian region since the founding of the company in 1919.

Territories figuring in the record return are Japan, the Philippines, Thailand, Hong Kong, Australia, Indonesia, New Zealand, India, Pakistan, Taiwan and Singapore.

The foreign distribution chief predicted that with the concentration of quality product slated for overseas release in the second half of this year, 1955 grosses for the area will top 1954's returns by a full 100 per cent.

100 Coming, Says Youngstein

Following Picker's announcement of the foreign gains made by United Artists this year, vice-president Max E. Youngstein disclosed that more than 100 important features will be available for global distribution within the next three years, as a result of the recently-concluded series of distribution agreements bringing many of the industry's foremost producers, directors, stars and writers under the UA banner.

Among the scores of Far Eastern industry leaders attending the conclave are key executives of the Shochiku Company, Japan's biggest production-distribution-exhibition organization, including president Shiro Kido, managing director Shuichi Yamakazi and board members Motomu Ohno and Tadayoshi Asao.

The Toyko conference, the second in United Artists series of global sales gatherings, will be followed by a meeting in Latin America this fall.

Russ Brown Named

(Continued from page 1)

manager and formerly manager of the New Fox theatre in Portland, has been named by William H. Thedford, Evergreen president, to take over the duties of Oregon district manager, with offices in the Orpheum Building, Portland. He will supervise the two theatres in Eugene, Ore., and a like number in Vancouver, Wash., in addition to the New Fox, Orpheum and Hollywood Theatres in Portland. The Oriental in Portland is temporarily dark.

Nyber started his career as a boy usher for Pantages and RKO theatres in Spokane and Portland, and became associated with the Evergreen circuit in 1933.

Big 'Roberts' Takes Led by Music Hall

Reports to Warner Brothers here reveal impressive grosses for "Mister Roberts," led by New York's Radio City Music Hall, where the picture racked up $107,000 for its first four days, with a $182,000 first week indicated.

Other recent openings of "Mister Roberts," together with the grosses registered, include: the Warner Theatre, Atlantic City, first five days, $22,658; three days, Strand, Wildwood, N. J., $14,639; six days, Florida Theatre, Ft. Lauderdale, $9,887; four days, Martini, Galveston, $7,206; three days, St. Francis, San Francisco, $23,504; three days, Stanley, Baltimore, $13,925, and three days, Mastbaum, Philadelphia, $29,743.

MPA Rejects

(Continued from page 1)

sponsorship of the Oscar events followed the reported dissatisfaction by some industry segments, and the public, with the commercial sponsorship of this year's Academy Award presentations.

Eric Johnston, president of the MPAA, presided at yesterday's sessions. He gave a report on his recent Hollywood visit and on some elements of the foreign situation.

Evenstein Succeeds Schimel

Johnston announced that he had appointed Morris Evenstein, of Warner Brothers legal department, to head the MPAA's copyright committee, to succeed Adolph Schimel, Universal vice-president and general counsel, who recently was appointed chairman of the law committee.

Explains Opposition To Standardization

LONDON, July 18.—Axel Jensen, director of television research for the Bell Laboratories, passed through London on his way back to the U.S. He spent a month in Europe and recently acted as chairman of the committee on cinematography at the Stockholm Conference of the International Standards Organization.

At a press conference, Jensen explained why the American representatives at the conference had opposed two resolutions dealing with standardisation of picture ratio at 1.8 to 1 and the combination of two magnetic and one optical sound track.

Calls It Premature

The explanation is simple, he said. We think standardisation on these two points is premature. The proposed standard had only been in circulation a short time before the conference and as we in America had not reached unanimity in our own country we found it impossible to agree to the Stockholm recommendations at that time. There is no objection to the recommended size as such.

Ten Films in Work At U-I Studios

HOLLYWOOD, July 18. — Ten pictures are currently in various stages of production at Universal-International studios here, it was announced.

Three films are currently shooting. They are: "The Benny Goodman Story," in color by Technicolor; "The Square Jungle" and "Decision at Durango," also with color by Technicolor.

A fourth film, "A Door of Fury," in color by Technicolor, will begin on Friday.

Added scenes are scheduled to be filmed on two other Technicolor films, "Never Say Goodbye" and "The Rawhide Years." Special effects shooting will be done for "Tarantula" while dubbing for both the Perspecta and four-track magnetic sound tracks on "The Second Greatest Sex," in CinemaScope and color by Technicolor, and "The Kettles in the Ozarks." Locations for "Pillars in the Sky" are being sought this week for this forthcoming UI film.

O'Neil Purchases RKO Radio

(Continued from page 1)

in Mexico City; 101 domestic and foreign motion picture exchanges which RKO operates in a world-wide distributing system; the facilities of RKO-Pathe, Inc., and RKO Television, Inc.

Among the unreleased pictures involved in the deal are the recently-filmed "Conqueror," said to have cost $6,000,000, and the Hughes-produced "Jet Pilot," generally considered to be a $4,000,000 production.

The sale does not involve the former holding company, RKO Pictures Corp. (which was the parent company of RKO Radio Pictures, Inc.)

RKO employes need have no fear for their jobs according to the terms of this sale, O'Neil said, as he plans no changes in personnel although policy changes will be made to accomplish more extensive use of facilities.

"The purchase of RKO marks another important step in the diversification program aggressively pursued by General Tire & Rubber Co. over the last several years," O'Neil said.

Company in Several Fields

"Already one of the nation's largest tire manufacturers, General Tire last year became the largest producer of plastic sheeting and film, and the prime supplier of these products for automobile interiors, through its acquisition of Textileather Corp. and Bolta Corp. The company has achieved substantial stature in chemicals and leather goods and many other products.

"Now, with the acquisition of RKO, General Tire becomes a major factor in the production and distribution of motion pictures."

General Tire's wholly owned subsidiaries already include Aldora Mills; General Tire & Rubber Co., India Tire and Rubber Co., Pennsylvania Rubber Co., General Specialties Chemical Co., General Tire Acceptance Corp., General Tire International Co., General Tire & Rubber Co., South America, and General Tire & Rubber Co. of Canada, Ltd.

General Tire also owns more than 95 per cent of the Aero-Jet General Corp., largest commercial developer and manufacturer of rocket motors, components and propellants.

Owns Three Networks

Thomas F. O'Neil is president of General Teleradio, Inc., another subsidiary of General Tire & Rubber Co. This company has grown rapidly in the radio and television fields since 1950. It owns the Mutual Broadcasting System, the Don Lee Broadcasting System and the Yankee Network. It also owns stations WNAC and WNAC - TV, Boston; WOR and WOR-TV, New York; KHJ and KHJ-TV, Los Angeles; WHBQ and WHBQ-TV, Memphis; and KFRC, San Francisco.

"With the purchase of RKO today the General Tire & Rubber Co. now has a greater investment in the motion picture industry than in any other field of entertainment," O'Neil said.

One of the most important results of the deal, and one which is regarded as the principal reason for its having been undertaken, is that it makes the huge RKO film library consisting of an estimated 800 features, plus shorts and documentaries, available to General Teleradio's television facilities and for marketing to other TV outlets.

A condition of the deal was said to be that the new owners would continue operation of the studio which has been almost inactive for the past two years. If production at RKO Radio is again brought up to normal it would provide a welcome additional source of product for exhibitors who have been complaining for long of a product shortage.

The deal has been in negotiation for many months and was on and off several times, getting hot again only last week. It marks the second sale of RKO Radio in recent years, the company having been sold by Hughes to a group headed by Ralph Stolkin of Chicago in 1952, but after a brief period it reverted to Hughes when the purchasing syndicate failed to meet terms of the agreement. Hughes had acquired control of the organization in 1948 from the Atlas Corp.

Sold to List in '53

Under terms of the Federal consent decree in the industry anti-trust suit Hughes was required to dispose of his stock interest in RKO Theatres, which he did, selling to Albert List in 1953.

Subsequently, Hughes offered $6 per share for the outstanding stock of RKO Corp., the parent company of RKO Radio, and increased his holdings thereby to about 1,500,000 shares. Another 1,250,000 shares are held by Atlas Corp. and about 500,000 remain in the hands of the public.

This inactive company is not involved in the present deal, and Atlas Corp. has endeavored to buy it from Hughes at various times in the recent past largely to ultilize its huge tax loss carryover in some new active company.

SEC Reports Brown, Rhoden Stock Buys

WASHINGTON, July 18. — The Securities and Exchange Commission reported that during the month of June, James L. Brown, comptroller and assistant treasurer of American Broadcasting - Paramount Theatres, bought 1,500 common shares on stock option and increased his direct holdings to 1,500 shares.

The SEC also revealed that Elmer C. Rhoden, director and president of National Theatres, had purchased 10,000 common shares, increasing his direct holdings to 34,800 shares and bought 36,000 shares to increase the holdings of Rhoden investment to 38,000 shares.

'Kentuckian' Ads Offer Editorial Copy

A series of full-page newspaper advertisements combining a half-page ad display with a half-page of special editorial features, by-line stories and scene stills, will spotlight engagements of Hecht-Lancaster's "The Kentuckian" in key cities from coast to coast, it was announced by Francis M. Winikus, national director of advertising, publicity and exploitation for United Artists.

"To Hell and Back"

(Continued from page 1)

of war service to his country. The camera follows other soldiers, too, of course, and the war itself, and the Army, at large and in small units, as well as to some extent the Navy and the Air Force, although these latter only as they relate to the particular actions in which Murphy made his impress on the conflict. It is an eloquent camera, in the skilled hands of cinematographer Lew Leary, and it restricts its coverage dramatically to the meaningful and significant—whether photographing the miles-wide action of opposed forces in combat or the furious man-to-man, squad-to-squad struggle for possession of a farmhouse—with no time out for dawdling.

The picture, produced with manifest pride by Aaron Rosenberg and directed with a depth of feeling by Jesse Hibbs, opens with Murphy still a small boy in Texas, mainstay of his mother in providing food for his sisters and brothers, and carries him forward from there to his enlistment in the Army, after being turned down by the Navy and Marine Corps because of his youth (16) and slight stature. From that point forward the film depicts his three years of distinguished service in Sicily, at Salerno, Anzio, in southern France and Germany.

The script by Gil Doud is notable among screenplays in general kind for sticking to its principal subject faithfully. It is becomingly free of extensive excursions into private activities of soldiers in their cups or on the make, although both of these are included as matters of fact in course of war, and it is likewise free of flag-waving for flag-waving's sake alone. It is one of the rarer attributes of the picture that it is as admirable for leaving out the things it leaves out as for its directness, completeness and conviction in treating the things it treats of.

The cast surrounding Murphy includes Marshall Thompson, Charles Drake, Gregg Palmer, Jack Kelly, Paul Picerni, Susan Kohner, Richard Castle, Art Aragon, Felix Noriego, David Jansen, Brett Halsey, Bruce Cowling, Paul Langton, Julian Upton, Mary Field and Denver Pyle.

Running time, 105 minutes. General audience classification. Release date, not set.

WILLIAM R. WEAVER



Critic Sees Films as Art Form Superior to Broadway's Product

The motion picture has replaced the stage as a superior form of modern theatre, Hollis Alpert, critic and author, argues in the lead article of "The Saturday Review's" July 23 issue now on the newsstands.

"The film is not so much an art form as it is modern theatre," Alpert writes, going on to document his view that in quality, variety and meaningfulness for the audience the product of Hollywood has finally surpassed that of Broadway.

"The truth of the matter is that the theatre has seldom more than mild entertainment to offer us these days; it has little or no profundity. To intrigue the audience it has left to it, the theatre must perforce go in for sensationalism, sex farces and near-nudity. . . .

Films 'Filling the Gap'

"What the theatre has left to it (spontaneity, wit, loftiness, topicality) becomes harder and harder to find.

"Luckily, the movies are currently filling the gap, providing us with theatre—good, bad, and indifferent, but theatre nevertheless."

The author admits that the stage has greater freedom from codes and censors to follow its artistic bent, but adds, "The pity is that the stage doesn't make better use of its artistic freedom."

House Passes Bill to Hike Social Security

WASHINGTON, July 18. — By a 372 to 31 vote, the House has passed a bill to boost Social Security tax rates next Jan. 1.

The measure faces an uncertain fate in the Senate, where finance committee chairman Byrd (D., Va.) has indicated little enthusiasm for acting on it this year.

At present, employe and employer each pay two per cent of the first $4,200 of the worker's annual earnings. Under the bill passed by the House, the rate would go up to 2½ per cent next Jan. 1. The rate would go up to three per cent on Jan. 1, 1960, and rise another half per cent each five years thereafter, until it reaches a top of four and one half per cent after Jan. 1, 1975.

Rates for self-employed persons, such as theatre owners, would also go up, the rate for self-employed persons being fixed at 150 per cent of the rate for employed workers.

The bill would reduce the retirement age for women to 62 and would provide full benefits for totally and permanently disabled workers over 50.

Agresta Acquires 2 In Upstate N. Y.

ALBANY, July 14.—Albany exchanges were notified in a letter from Elmer Lux, of Elmhart Theatres, Buffalo, that Joseph C. Agresta would take over the Rialto in Massena and the Crandell in Chatham, effective at once.

Agresta has operated the Orvis in Massena for some time. Schine's Massena is the third theatre in that North Country community.

The Crandell, owned by Anthony Querino, is the village of Chatham's only theatre. Lux's letter appeared to indicate that Agresta would book it.

Don't Offend Readers, He Says

Decency in Newspaper Ads Asked of Theatres by Wile

Special to THE DAILY

COLUMBUS, O., July 18.—Theatre owners and managers should refrain from offering any advertisement to any newspaper which might offend any reader, said Robert Wile, secretary of the Independent Theatre Owners of Ohio, in a bulletin on the spread of objectionable film advertising.

"To say the least," added Wile, "much of the criticism leveled at film advertising is justified." He said that the ITOO board of directors, at a recent Columbus meeting, felt that newspapers were justified in refusing objectionable copy. The board condemned the practice of taking critic's quotes out of context and using them in ads, when those quotes are clearly objectionable.

Wile said that "there have been difficulties in Ohio" with ads on "Battle Cry" and "Blackboard Jungle." He said the board of directors urges every member to carefully consider the content of any ad before offering it to the newspaper.

Criticizes Mailing Piece

Wile said that the Catholic Chronicle at Telodeo recently complained about a mailing piece for "No Greater Sin" which played a Michigan drive-in just over the Ohio border. These are quotes from the leaflet: "We are not concerned with morals—that is another question . . . our job is to show the menace to youth and love."

The leaflet also contained such phrases as "See the actual miracle of birth" . . . "Shocking beyond description" . . . "The wedding of sin . . ." "Some of the most revealing and intimate scenes ever to be filmed." The picture was advertised as "For adults only." But the leaflet shortly thereafter added: "High school students admitted."

Wile said the use of a "New York World-Telegram" critic's quotes in an ad for "The Bed" in another New York newspaper is an example of the practice of taking such quotes out of context. The ad read: "Gallic frankness about light-hearted sex . . . the brazen defiance of movie morals will stir protests but they will have to be loud ones to drown out the laughter."

Wile said the Motion Picture Association "exercises a sort of censorship over advertising but even this has been criticized. As a result, the censorship has been tightened, but the more careful scrutiny will not show up for several months, as the pressbooks for current releases and those for the next month or two have not been subjected to this new censorship."

Trade Paper Quoted

Wile quoted trade paper reports that the "Washington Star" compelled a theatre to put shoulder straps on Yvonne de Carlo for an ad on "Shotgun" and that theatres playing "Kiss Me Deadly" were required to retouch bosom cleavage on several ads. He said "The Prodigal" has run into difficulties because of the clinch scenes with Lana Turner and Edmund Purdom in reclining positions.

Wile added that objectionable lines were used for ads on "One Summer of Happiness" and "Not as a Stranger." He said some newspapers in Ohio and elsewhere have refused the line, "Adults Only." Newspapers have been refusing such words as "Intimate," "Mature," "Adult." He said theatres using these lines, in many cases, thought that they were complying with the wishes of pressure groups.

To Open Auditorium At Bow of 'Major'

MANHATTAN, Kans., July 18.—Civic ceremonies which will be highlighted by the dedication of a $1,000,000 memorial auditorium will mark the world premiere of Universal-International's "The Private War of Major Benson" here tomorrow evening at the Wareham Theatre.

The two-day series of events, which launched the series of Kansas-Missouri territorial dates, commenced today with the arrival of film stars and state governmental officers. The promotional campaign in this area was marked by a six week radio and television campaign.

Clyne on U. S. Visit As Rep. Prize Award

Lionel Clyne, sales manager for Republic Pictures International of Great Britain, arrived here by plane yesterday on the first leg of a trip awarded as prize in the Herbert J. Yates 45th Anniversary Drive, during which the Republic British organization passed its last year's sales target.

Clyne, who was accompanied by his wife, celebrated their 23rd wedding anniversary aboard the plane.

Big Parking Garage OK'd for Columbus

COLUMBUS, O., July 18.—Downtown theatre men were jubilant as the Ohio House of Representatives, by the slim margin of one vote, overrode Governor Lausche's veto of the multi-million dollar underground 1200-car parking garage to be erected beneath the State House grounds. The site is within half a block of all downtown theatres. The House vote was 83-46, with 82 votes needed. Earlier the Senate voted 22-9 to override the veto.

A planned future extension of the garage may place additional underground parking space directly across State Street from Loew's Ohio and the RKO Grand and Hartman theatres.

Fox Houston Branch To Open on Monday

HOUSTON, July 18. — Twentieth Century-Fox's new branch office, which will open here next Monday, will be equipped with the latest in CinemaScope projection equipment, according to a statement by manager Henry F. Harrell.

A cocktail party for local exhibitors will mark the opening.

Now in Britain

Retirement Is Permanent, Says Mayer

From THE DAILY Bureau

LONDON, July 18. — Louis B. Mayer has arrived here with Clarence Brown. Mayer declared that his visit was a private one for meetings with old friends. Both men told newsmen that they had retired several years ago and had no plans to return to film production.

Mayer denied that he had acquired Agatha Christie's "Witness for the Prosecution." His sole present interests in the industry, he said, are as chairman of Cinerama and as an M-G-M stockholder. His other interests include oil wells, uranium and race horses. He will in fact be buying horses during his two weeks' holiday in Britain. He also plans a visit to Ireland.

High Faith in Films

Mayer did, however, provide the press with some useful copy. He spoke for nearly an hour of his career and faith in motion pictures as an entertainment medium. He heartily disapproved of violent or brutal pictures. He believed in giving the customers exactly what they wanted; namely, good corn.

He was adamant about being lured back to production. After 47 years in show-business, he said, he hasn't seen a picture in eighteen months. But he does hope to visit Metro's Elstree studios.

72-Theatre Booking For 'Naked Amazon'

"Naked Amazon," a semi-documentary adventure picture, filmed in the wilds of the Matto Grosso region in Brazil, will be shown in approximately 72 theatres in the metropolitan area starting today in an area saturation booking arrangement, it was announced by William C. Shelton, vice-president in charge of distribution and sales of Times Film Corp. which is releasing the film.

Among the circuits that will be playing the picture, according to Shelton, are Loew's RKO, Century, Skouras, Rand-Force, Rugoff & Becker and Fabian. During the past several weeks the attraction has played the Loew's, Paramount, Warner, Schine and Shea circuits.

Name Sidney Feller To AMPAR Post

Appointment of Sidney H. Feller as director of artist and repertoire for AMPAR Records effective immediately, was announced by Sam Clark, president.

Feller, whose two-year contract binds his services exclusively to the AMPAR label, recently severed his association with Capitol Records. For more than three years he arranged and conducted the recording sessions of Jane Froman. His services have also been used on a free-lance basis by Columbia, RCA-Victor, MGM and Coral Records and by such recording stars as Tony Bennett, Rosemary Clooney and Jose Ferrer, Art Carney and a number of other artists.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 13 NEW YORK, U. S. A., WEDNESDAY, JULY 20, 1955 TEN CENTS

Total $1,275,000,000

Admissions in '54 Show 1st Rise Since '46

Industry's Payroll Sets Mark at $744,000,000

From THE DAILY Bureau

WASHINGTON, July 19.—Americans spent about $1,275,000,000 on motion picture admissions in 1954, the Commerce Department has reported.

This was the first upturn in the steady decline taking place since the peak of 1946 in consumer spending on motion picture admissions. From a high mark of $1,692,000,000 in 1946, consumer spending on this item fell steadily to a post-war low of $1,227,000,000 in 1953. The 1954 figure was back almost to the 1952 total of $1,284,000,000.

These figures were contained in the Commerce Department's annual "National Income Number" of the survey of current business, summarizing major economic trends during the previous year.

Despite the upturn in the total box-

(*Continued on page* 5)

Denver to Complete Awards Poll Plans At Monday Meeting

A full scale meeting of exhibitors in the Denver metropolitan area has been called for next Monday by the Audience Awards committee to complete plans for a public promotion of the Audience Awards election. Robert Selig, division manager of the Fox Intermountain Theatres, has been named chairman of the Audience Awards committee for the metropolitan area, and W. T. Hastings, manager of the RKO Orpheum Theatre,

(*Continued on page* 5)

UA to Release 30 Films in Far East

Special to THE DAILY

TOKYO, July 19. — Thirty United Artists releases will go into distribution in the Far East and Australasia during the next 12 months, it was announced here today by Arnold M. Picker, vice-president in charge of foreign distribution, at the second session of UA's international convention.

Vice-president Max E. Youngstein

(*Continued on page* 4)

Allied Board Meets Today; Shor Ill

WASHINGTON, July 19.—Outcome of the two-day board sessions of Allied States Association, which will get under way here today, is "anybody's guess" insofar as Allied's stand on government intervention in film terms is concerned, according to early arrivals. However, it is believed generally that Allied will adopt a "policy" to conform with the results of the recent meetings between distribution chiefs and the joint Allied-Theatre Owners of America committee.

Ruben Shor, Allied president, will not be present. He is ill at his home in Cincinnati.

Start 1st Test Of TV Station Participation

The long-planned experiment under which television stations would publicize a picture in return for a percentage of the gross has been launched with apparent success. The test was made by Stations WLW-TV, Cincinnati; WLWD, Dayton; WLWC, Columbus, and WLWA, Atlanta, on "Gang Busters."

Under the setup, the station takes

(*Continued on page* 4)

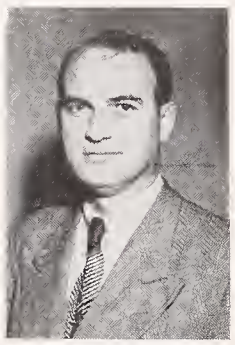
Reaction to Hughes' Sale

TRADE WELCOMES NEW RKO OWNERS

Hope for Reactivation of the Coast Studio, New Policies and Source of New Product

Industry reaction here and in Hollywood yesterday to the announcement of the sale of RKO Radio to Thomas F. O'Neil of the General Tire and Rubber Co. of Akron, O., appeared to be distinctly favorable.

Key executives in all branches of the industry remarked that it appeared highly likely that the new owners in General Tire's subsidiary, General Teleradio, Inc., would reactivate the RKO studio in due time and inject new life into the long dormant production organization.



T. F. O'Neil

Even many exhibitors, though somewhat wary of the freeing of the huge RKO film library of 700 to 800 features and thousands of short subjects for television use, expressed enthusiasm over the possibility that a major studio might soon be in full operation again, and might prove a decisive

(*Continued on page* 6)

ABPT Doubles Net in Second 1955 Quarter

Leonard H. Goldenson, president of American Broadcasting - Paramount Theatres, Inc. reported yesterday that the estimated net operating profit for the 1955 second quarter was double the earnings for the same quarter last year—$1,438,000 or 32 cents per share common on 4,119,542 common shares outstanding as compared with $715,000 or 14 cents per share common on 3,967,496 common shares outstanding at the end of the same quarter of last year. For the six months of 1955, the estimated net operating profit was $3,355,000 or 77 cents per share common as compared with $1,754,000 or 37

(*Continued on page* 4)

HAIL AND FAREWELL!

by MARTIN QUIGLEY

THE entry of the O'Neil interests into the motion picture industry through the acquisition from Howard Hughes of the properties and facilities which constitute RKO Radio Pictures is a development of major significance—an event that may well be viewed with gratification by both the business of motion pictures and the public at large.

The O'Neil interests bring to the industry a measure of character, intelligence and experience that will have a deep and far-reaching effect. They bring a sense of public and private responsibility that will enhance and embellish the industry. Their arrival should be accorded a solid and hearty welcome.

It is well known that the O'Neils were primarily attracted to RKO Radio Pictures as a source of library material, consisting of older pictures, which could immediately be made available for purposes of programs for the extensive television facilities which they operate. Less well known is the fact that they have equally been attracted by the prospects of rehabilitation of a ranking major

(*Continued on page* 6)

SAG to Vote Sunday On Striking Against Television Producers

From THE DAILY Bureau

HOLLYWOOD, July 19.—Board of directors of Screen Actors Guild last night decided to call a special emergency meeting of the membership on Sunday night to vote on the authorizing of a strike against television film producers in view of their "refusal to negotiate an equitable new collective bargaining contract." The present con-

(*Continued on page* 4)

Johnston to India, Pakistan in Fall

From THE DAILY Bureau

WASHINGTON, July 19. — Motion Picture Association president Eric Johnston will visit India and Pakistan this fall, probably in November.

Johnston will work on ways to

(*Continued on page* 4)

PERSONAL MENTION

CHARLES J. FELDMAN, Universal Pictures vice-president and general sales manager, has arrived in Hollywood from San Francisco. DAVID A. LIPTON, vice-president for advertising-publicity, is scheduled to arrive in New York from Hollywood on Sunday.

SEYMOUR SCHUSSEL, Eastern division sales manager for I.F.E. Releasing Corp., left here yesterday for Boston.

PANDRO BERMAN arrived in New York yesterday from London, and will leave here tomorrow by plane for Hollywood.

JACQUES TOURNEUR, director, with CLIFF BROUGHTON and JACK OKEY, left Hollywood yesterday for Silverton, Colo.

RODNEY BUSH, 20th Century-Fox exploitation manager, is in Portland, Me., from New York.

STANLEY KRAMER is scheduled to arrive in New York by plane tomorrow from London.

WALTER MORRIS, exhibitor of Knoxville, Tenn., is in New York from there.

MONA FREEMAN arrived here yesterday from London via B.O.A.C. Monarch.

JERRY WINTERS, producer-director, and his bride will leave here today for a trip around the world.

JAY ROBINSON, actor, arrived in New York from Hollywood last night via TWA.

MAURICE SCOPP, Robbins Music official, will arrive in New York today from London aboard the "Mauretania."

PETER MARRIOTT, London executive with Dougfair Corp., left here yesterday for London via B.O.A.C.

WILLIAM REILLY, of "American Weekly," has returned to New York from the Coast.

MILTON BERLE left here for the Coast last night via TWA.

No Columbia-NBC Deal, Says Lazarus

HOLLYWOOD, July 19.—Paul N. Lazarus, Jr., vice-president of Columbia Pictures, tonight denied published reports that Columbia and National Broadcasting Co. are negotiating a plan whereby the film company would produce an hour-long, weekly television program.

Columbia, said Lazarus, has no deal with NBC, nor any plans for extending television activities beyond its Screen Gems, Inc., wholly-owned subsidiary of Columbia.

Floersheimer Heads Reade's Catering; Gunsberg Ad Chief

Appointment of new heads of the vertising-publicity department and the catering department of the Walter Reade Theatres organization, was announced yesterday by Walter Reade, Jr., president.

Reade announced that Albert Floersheimer, Jr., director of advertising and publicity for the circuit since 1947, will become general manager of the catering department. Sheldon Gunsberg, who joined the Reade organization last Fall as director of specialized theatre activities, will replace Floersheimer, in addition to continuing his prior duties.

Loeb Resigning

Reade said that the reassignments were motivated by the resignation of James Loeb, head of the catering department for the past several years. Loeb intends to take a brief vacation, after which he will announce his future plans.

All personnel in both departments will continue in their present posts, but in most cases will carry on with expanded duties to meet the increased responsibilities, Reade said.

Dassa, MGM Mgr. In Egypt, Is Dead

Maurice Dassa, 40, general manager of M-G-M of Egypt, died in Paris on Tuesday following a brief illness. Surviving are his wife and three children.

Dassa began his motion picture career with M-G-M in 1936 as assistant shipper in the Alexandria office. He rose through the ranks, becoming accessary clerk, booker and salesman. In 1946 he was appointed sales manager of the entire Near East. In 1952 he became general manager of Egypt and supervised M-G-M operations in Syria, Lebanon, Iraq and Iran.

Mrs. Freda Danielson

KANSAS CITY, July 19. — Mrs. Freda Danielson, wife of Dale Danielson, former KMTA president, suffered a fatal heart attack at her home in Russell, Kans. Danielson operates the Dream, Mecca and Sky-Vu theatres in the Russell area.

Seeley to Coast Post For Altec Lansing

E. S. Seeley, chief engineer of Altec Service Corp. at the company's New York headquarters, has been appointed director of engineering for Altec Lansing Corp. in Beverly Hills, Calif. Seeley will assume his new duties on Aug. 15, following a vacation.

Seeley joined Erpi (Electrical Research Products, Inc.) a Western Electric subsidiary, in 1929 in the capacity of field engineer. When Altec Service became the successor of Erpi in 1937, he was made development engineer. In 1944, at the request of National Defense Research Council, he was accorded a leave of absence, and assigned to several important wartime projects at Bell Laboratories.

He was appointed chief engineer of Altec Service Corporation in 1946, at New York headquarters, a post he has held since.

Weigh New License For Times Sq. House

A decision by License Commissioner Bernard J. O'Connell on whether to renew the license of the Times Theatre here has been postponed until Aug. 18 as the management of the Times Square house, J. J. Theatres, Inc., has agreed "to change the entire atmosphere of the fronts and displays."

The theatre's license expired on June 30, but the New York City commissioner permitted the theatre to operate until a decision regarding the complaints had been made.

O'Connell's decision came after complaints by civic, church and school officials were presented at hearings that alleged indecent advertising and photographs had been displayed by the theatre. The Times Theatre attorneys said that the critics will withdraw objections to renewal of the license if the promised policy is carried out.

Parker to Produce 'Panic' in New York

John Parker, of the J. J. Parker circuit family in the Pacific Northwest, will direct "Panic" from his own screenplay in New York this fall. Parker, in association with Van Wolf, is setting up a new production company here and is negotiating for top star names for the picture. Wolf will serve as producer.

French Industry Advancing Plans for Opening of Film Office in New York

From THE DAILY Bureau

PARIS, July 19.—Although detailed plans for the opening of a French Film Office in New York are not yet complete, this bureau can report that they are being drawn up rapidly.

The scope of operations of the office are now being decided. It is certain that it will be a combination of information bureau, adviser to exhibitors of French films, a propaganda office and a contact point with government agencies concerned with film imports and exports.

The name of Robert Favre-Lebret, who is secretary-general of the Cannes Film Festival and well known to many in the American industry, has been advanced as director of the office in New York. The proposal to open an American office was one of several made by Jacques Flaud, director of the National Cinematographic Center, as a result of his recent American visit during which he considered means of expanding the market for French films there.

News Roundup

All Four Win in Ft. Worth

James Stewart, producer William Goetz, actor Donald Crisp, starlets Cleo Moore, Connie Towers and Kathy Grant were unable to select a single winner from the four finalists in "The Man From Laramie" outdoor girls contest in Fort Worth. As a result, Columbia Pictures will send all four girls to New York to represent Texas in the competition.

New 'Fox' in Nevada

The new Fox Theatre, formerly the "Star," will have its Grand Opening Thursday in Nevada, Missouri.

Two Midwest Houses Closed

The Scenic Theatre, Tyler, Minn., owned by B. B. Nielsen, and the Valley Theatre, Eddyville, Ia., operated by Dwight Hanson, have been closed, the owners say.

Assessment Protested

The Dubuque Amusement Co., Dubuque, Ia., has appealed a $44,740 property assessment on their Orpheum Theatre, purchased recently for $43,000 which, it was reported, is less than the assessed valuation. The assessment, based on 60 per cent of the real value, sets the property value at more than $74,000. Dubuque Amusement Co. contends the assessment should be fixed at $23,800.

Complete 'Alexander'

Robert Rossen's "Alexander The Great," the spectacular CinemaScope Technicolor epic which has been three years in the making has been completed in Madrid.

Latsis Aide to Brown

HOLLYWOOD, July 19.—Pete Latsis has been appointed assistant to Russ Brown, newly announced director of advertising and publicity for the Fox West Coast circuit, who takes the position on Monday.

"Showplace of the East"
FOR YOUR SCREENINGS
CINEMASCOPE
▸ Three Channel interlock projection
▸ 16, 17½ & 35 mm tape interlock
▸ 16 mm interlock projection
CUTTING & STORAGE ROOMS
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JUdson 6-0367

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ROCK!
ROCK!
ROCK!

EMEMBER M-G-M'S
BLACKBOARD JUNGLE"!
ELL, THEY HAVE TAKEN
HE DARE AGAIN. EXCEPT
HIS TIME THEY BRING
OU ANOTHER DARING
ICTURE — OF TEEN-
GERS' ROMANTIC PROB-
EMS — AND OF THE
OCTOR'S WIFE WHO
ANTED TO BE LOVED
. PREFERABLY BY HIM!

'S POWERFUL!!
IT'S FRANK!!
IT'S BIG!!



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and CINEMASCOPE

RCHARD WIDMARK
AUREN BACALL
HARLES BOYER
LORIA GRAHAME
LILLIAN GISH

"THE COBWEB"

and introducing
JOHN KERR
and
SUSAN STRASBERG
with
OSCAR LEVANT
TOMMY RETTIG

reen Play by JOHN PAXTON
dditional Dialogue by William Gibson
From the Novel by William Gibson
otographed in EASTMAN COLOR
ted by VINCENTE MINNELLI
oduced by JOHN HOUSEMAN

NEXT
IBERTY THEATRE

Portland's campaign is up-to-the-minute with excitement!



HORSE SENSE!

M-G-M's emphasis on pay-off showmanship, as evidenced with "Blackboard Jungle," 'Interrupted Melody" and "Love Me Or Leave Me" is more potent than ever as "THE COBWEB" campaigns roll up fine grosses. It's a tribute to the promotional skill of America's showmen to see the scope and ingenuity of the advertising.

THERE'S COIN IN M-G-M's "COBWEB"

MEMPHIS
Tops even "Love Me Or Leave Me." Equals New Year's biz of "Deep In My Heart."

PITTSBURGH
Manager happily reports best biz in a long, long time.

WASHINGTON, D. C.
Tops all M-G-M pictures of recent years except "Blackboard Jungle."

PORTLAND, ORE.
Best M-G-M biz in past year except "Blackboard Jungle."

BALTIMORE
Wonderful extended run engagement.

("The Cobweb" is available in Magnetic Stereophonic, Perspecta Stereophonic or 1 Channel Sound)

It's time to mail your Audience Awards nominations

AB-PT Net

(Continued from page 1)

cents per share common in the like period of 1954, based on the number of shares outstanding at the end of each quarter.

Goldenson reported that theatre earnings were ahead for the six months. Theatre business was off slightly in the seasonally weak second quarter, principally because of a lack of sufficient number of good pictures released, he said. A number of pictures to be released in the third quarter look very promising and the outlook is for good third quarter business, Goldenson added.

ABC Shows Profit

"The ABC division in the second quarter as in the first three months of the year continued to operate at a profitable level, showing a marked improvement over 1954," Goldenson declared.

While there is seasonal downturn in TV business in the summer months, Goldenson stressed that ABC is expected to do considerably better in the third quarter than it did last year. TV program sales already made for the fourth quarter are indicative of increased advertiser acceptance and ABC's continued growth as a major network. One of the new Fall television shows will be produced by M-G-M. With Disney and Warner Bros., M-G-M is the third major motion picture company to be associated with ABC-TV, he pointed out.

Goldenson stated that Am-Par Record Corp., a new subsidiary, was organized to engage in the phonograph record business and will enter the market within six months.

House Group Okays Tax-Pension Bill

WASHINGTON, July 19. — The House Ways and Means Committee approved a bill to permit self-employed persons to defer taxes on money put into voluntary pension plans.

Chances are not too bright for passage of the bill this year, but the favorable Ways and Means Committee vote was a major surprise in view of strong Treasury Department opposition. The committee vote was 16 to 8.

Under the bill, a self-employed person could put up to 10 per cent of his annual income, up to $5,000 a year, in a special pension fund or life insurance annuity. Amounts put away like this would be free of tax until withdrawn from the fund on retirement, when the taxpayer presumably would be in a far lower tax bracket.

New DuPont Series Of ABC Half Hours

HOLLYWOOD, July 19.—DuPont, through its agency, BBD & O, has concluded negotiations with Four-Star Productions to produce a new half-hour TV series, "DuPont Cavalcade Theatre," which will feature contemporary dramas instead of the previous historical subjects. Warren Lewis has been assigned to produce for Four-Star at RKO-Pathe Studios in Culver City.

The show will have a new Tuesday time segment over the ABC network, starting Sept. 13, 9:30 P.M., Eastern Daylight Time.

Television--Radio

with Pinky Herman

WITH an estimated budget of more than $5,000,000, embracing the filming of 197 half-hour episodes including "The Liberace Show," "Confidential File," "Ina Ray Hutton Show," "The Goldbergs," "I Spy" and "Brother Mark," Prexy Reub Kaufman of Guild Films declared yesterday that they "believe in the co-existence of Hollywood and New York as television production centers . . . wherever the circumstances are most favorable regarding stars, studio facilities and so on, there we will produce." The first three are being filmed at the Music Hall Studios in Hollywood, "Goldbergs" and "Spy" are being shot at the Biltmore Studios in New York, while the "Brother Mark" series is being shot on location in Europe and at the Carlton Studios in Munich.

☆ ☆ ☆

TViewers in the cities where NBC owns and operates stations, namely New York, Washington, D. C., Cleveland, Los Angeles and Chicago, will witness the development of home entertainment from the primitive "crystal set" radio days to the present color television receiver. A special program, "The Big Change," will be presented Saturday from 8:00-8:30 P.M. and will feature Hume Cronyn and Jessica Tandy, Vaughn Monroe, Cliff Norton, John Wingate, Ben Grauer and the Kal Kirby Quartet, with Jinx Falkenburg as femcee. Festivities will originate at the RCA Exhibition Hall in New York, produced and directed by Ted Nathanson and scripted by Bob Stewart. . . . Ernie Ford, ASCAP-tivating tunester on the "Houston Chronicle" staff, donates a portion of all his song royalties to the Texas Children's Hospital there. (Nice goin', Ernie. We hope there's a FORDune in your future.)

☆ ☆ ☆

Ace Sportscaster Bud Palmer is back from a four-week vacation in Europe and is again seen with Laraine Day in the "warm-up to the N. Y. Giants pre-baseball games" over WPIX. . . . CBS Veep since 1946 and first president of CBS-Radio from 1951-1952, Howard S. Meighan has been named Veep of CBS-TV's western division with headquarters in Hollywood. . . . Hollywood seems interested in Salvatore Evans' biog on "Dunninger," the mental telepathist whose TV'er for Hazel Bishop is NBCoast to coasted every Saturday Nite at 8:30. . . . Formed to serve as an independent television screen testing agency (color and B. & W.) for eastern talent is Television Film Guild, headed by Joseph P. Hakel and Phil Clarke. Completely modern-equipped sound studio for the Guild has been set up at 506 W. 57th St. in New York and will start operations early in September upon the return from Switzerland of Hakel, who is head of Medical Film Guild, Surgical Film Guild and Industrial Film Guild. Phil Clarke for years has been a top-flight actor in the theatre, TV and radio and for the past seven years has portrayed "Mr. Keene, Tracer of Lost Persons" on CBS.



Bud Palmer

☆ ☆ ☆

Jack Arthur, who is currently appearing in the United Artists production of "Patterns," starring Van Heflin and featuring Ed Begley and Everett Sloane in their original roles of the fine TVehicle, has signed as staff announcer at ABC. . . . Televisionaires still talking about the fine job turned in last Tuesday by Al Helfer and Mel Allen, of telecasting the All-Star Baseball Game on WOR-TV. Helfer's fine "On Camera" ad lib commershills for "Luckies" and "Schaefer" may land him a telecasting NBContract. . . . Ward Byron, Young & Rubicam producer, asked his 5-year-old daughter Kathy, "When will they start teaching you the alphabet in school?" "The alphabet, what's that?" asked K. K. (kindergarten Kathy). "A-B-C," answered Ward. "Oh," ohhhed Kathy, "next year we learn ABC-Channel Seven." . . . Steve Allen will probably wind up his "Benny Goodman"ing at the Universal-International Studios in Hollywood early in August, will take a two-week vacation and then back to New York to resume his "Tonight" TV NBChores.

☆ ☆ ☆

John B. Gambling's new exclusive WOR contract, which will earn him another $1,100,000, will run until end of 1960 and will extend Gambling's association with that station to 35 consecutive years. . . . The DeJohn Sisters, who used to sell records behind the Five and Dime counters, will SELL their own Epic platters when they guestrill next CBSunday at 1:00 P.M. on the "Woolworth Hour."

Participation

(Continued from page 1)

a percentage of the distributor's share of an engagement. For example, if a distributor has a 50 per cent deal with a theatre, the station takes 50 per cent of the distributor's share or 25 per cent of the gross. On a 25 per cent deal, the station takes 25 per cent of the distributor's share, and so on.

Picture Gross Sets Mark

At Rube Shor's Twin Drive-in in Cincinnati, on which the WLW-TV made its initial test with "Gang Busters," the picture grossed $13,845 for a record and grossed $7,325 in the first five days of the second week, according to Terry Turner, who controls the picture and who created the TV percentage plan. Indications are that the picture, boosted by the television spot announcements at every open slot, will stay three and possibly four weeks.

It is now planned to extend the test to plug major product.

UA to Release 30

(Continued from page 1)

told assembled executives and representatives from 11 foreign countries that the company's new long-range program of production-financing and fostering of new independent units would assure overseas exhibitors with an uninterrupted flow of "blue chip" product for years to come.

Among the 30 features that will be released during the coming year in Japan, India, Australia, New Zealand, Pakistan, the Philippines, Thailand, Hong Kong, Taiwan and Singapore are "Summertime," "Marty," "The Kentuckian," "Not As A Stranger," "The Night of the Hunter," "Gentlemen Marry Brunettes," "The Troubleshooter," "The Indian Fighter," "Alexander the Great," "The Big Knife," "Desert Sands," "Othello," "Storm Fear," "The Beast of Hollow Mountain" and "Rebellion of the Hanged."

Six of the features for the 12-month distribution program covering the Far East and Australasia are in CinemaScope and more than 50 per cent in color.

Johnston to India

(Continued from page 1)

expand U. S. film markets in those countries and other parts of the Far East, according to an MPAA official. The MPAA president will leave here the end of this month to go to the Near East for three weeks to a month as the personal emissary of President Eisenhower to work out a solution to the Jordan Valley water dispute. In September, he'll go to Europe for about a month, to work on a new British film pact and other motion picture duties, and then in November will be off to the Far East.

Screen Actors Guild

(Continued from page 1)

tract, covering actors, singers and announcers, expires tomorow at midnight.

Traditionally, SAG members do not work without a contract. Although no statement has been made on this point so far, it is widely understood that the principal stumbling block in contract negotiations has been a lack of agreement on re-payment for second run.

Admissions

(*Continued from page* 1)

office gross, the percentage of total recreation spending going to motion picture theatre admissions remained just about the same in 1954 as in 1953, due to a continuation in the steady rise in total recreation spending. It went from $11,832,000,000 in 1953 to $12,220,000,000 in 1954. In both 1953 and 1954, motion picture theatre admissions accounted for just a fraction over 10 per cent of total spending on recreation. Back in the 1930's and early 1940's, motion picture theatre admissions accounted for 20 per cent or more of total recreation spending.

Radio-TV Totals Rise

Consumer spending on radio and television receivers, records and musical instruments rose from $2,161,000,000 in 1953 to $2,204,000,000 in 1954. The peak was $2,379,000,000 in 1950, following which it dropped to $2,100,000,000 by 1952. Spending on radio and television repairs has been rising steadily over the years, reaching a peak of $600,000,000 last year, compared to $533,000,000 a year earlier.

All branches of the motion picture industry contributed $964,000,000 to the total national income last year, compared with $839,000,000 in 1953 and $853,000,000 in 1952. The peak was $1,133,000,000 in 1946 and the recent low point was in 1953.

The industry paid its employes last year a record $744,000,000 of compensation of all types, including a record $709,000,000 of wages and salaries. This compares with $707,000,000 of total compensation in 1953, including $678,000,000 of wages and salaries. The previous peaks were in 1947, when total compensation reached $718,000,000, including $694,000,000 of wages and salaries.

Individual Made More

Employment in the industry continued to drop, but the average person made more. The industry had the equivalent of 206,000 full-time employes last year, compared to 209,000 the previous year. This was the lowest total since 1943, when there were 204,000. The average number of full-time and part-time employes fell from 232,000 in 1953 to 228,000 last year, the lowest since the 226,000 recorded for 1943.

Average annual earnings per full time employe, however, rose to a record $3,442 last year, compared with $3,244 the previous year. The number of persons engaged in production dropped from 220,000 in 1953 to 217,000 last year, the lowest total since the 211,000 working in 1943.

The survey did not have any 1953 or 1954 figures on the industry's profits, sales or dividends. Commerce Department officials explained these figures are obtained from the Internal Revenue Service and run several years late. The report did disclose, however, figures for the first time for 1952.

Corporate Income $80,000,000

Film industry corporate income before Federal and state income and excess profits taxes amounted to $80,000,000 in 1952, the lowest since the $78,000,000 figure recorded for 1942. It compared with $94,000,000 for 1951. Federal and state corporate income and excess profits taxes totaled $56,000,000 in 1952, compared with $62,000,000 in 1951 and $51,000,000 in 1950. Corporate income after taxes was $24,000,000—the lowest figure since 1936. The 1951 total was $32,000,000.

Net corporate dividend payments in 1952 were $51,000,000, compared with $57,000,000 the year earlier and $40,000,000 in 1951. Corporate sales in 1952 were $1,010,000,000, the lowest since the $1,004,000,000 figure in 1941. It compared with $1,804,000,000 in 1951.

For the radio and television industry, the picture was quite different, with most new figures setting new records. The industry contributed $551,000,000 to the national income last year, a record figure and compared with $491,000,000 a year earlier. Its workers got a record $428,000,000 of compensation, including $420,000,000 of wages and salaries. A year earlier the comparable figures were $377,000,000 and $370,000,000.

69,000 on Full Time

The number of full-time equivalent employes rose from 63,000 in 1953 to a record 69,000 last year, and the average number of full-time and part-time employes rose from 70,000 to a new high of 76,000. The average annual earnings per full-time employe hit a high $6,087, compared with $5,873 a year earlier.

The broadcasting industry's corporate income before Federal and state taxes in 1952 was a record $86,000,000, compared with $80,000,000 a year earlier. Tax liability was up from $45,000,000 to a peak of $47,000,000, and corporate income after taxes was up from $35,000,000 to a high of $39,000,000. Net corporate dividend payments were $11,000,000 in 1952, compared with $10,000,000 the previous year and $18,000,000 in 1950.

The industry's undistributed corporate income rose from $25,000,000 in 1951 to a record $28,000,000 in 1952. Corporate sales in 1952 were a record $781,000,000, compared with $692,000,000 a year earlier.

Review

"Night of the Hunter"

(Gregory-U. A.)

AN off-beat, unusual picture which should command rapt attention or slight discomfort is "The Night of the Hunter," which has been adapted from David Grubb's novel by legitimate stage producer Paul Gregory and his directorial cohort, Charles Laughton. Both Gregory and Laughton have combined their talents in a black-and-white picture which probably will cause considerable comment among adult theatre patrons because this is the type of picture which will be liked immensely or utterly castigated. This reviewer found it fascinating, but suited especially for "art" theatres or theatres whose patrons enjoy controversial product.

Basically, the picture is a suspense story about two young children, during the depression years, who run away from a killer, but the characterizations by the cast, Robert Mitchum as the preaching "mad-dog" maniac; Shelley Winters as the doomed wife, and the warmly appealing Billy Chapin, are not the usual type found in most pictures. Mitchum's performance is most controversial and out of the ordinary, but it is one of his best acting jobs of his career.

Utilizing religion as an excuse for his crimes, Mitchum is found in jail at the start of the film, charged with car theft, and there he meets bank robber Peter Graves who has murdered for money and hidden his loot. Mitchum, after his release, heads for Graves' farm, the latter's wife, Miss Winters, and children, Chapin and Sally Jane Bruce. The two youngsters are the only ones who know where the loot is hidden and although Mitchum manages to convince Miss Winters of his sincerity, Chapin remains suspicious and adamant. The "preacher" enters into a loveless marriage with the woman, but kills her when her suspicions are aroused, and in turn, goes after the children, who run away.

Chapin and Miss Bruce are eventually found by a kindly farm woman, Lillian Gish, who makes a habit of befriending homeless youths. Mitchum manages to find them, but Miss Gish, conveying warmth and kindness, hovers about the youngsters and eventually turns Mitchum over to the police. Top character portrayals are also turned in by Evelyn Varden, a small-town character, and Jimmy Gleason, the useless old rummy who offers help to the youngsters but can't fulfill his promises.

Much of the photography was done at night and Laughton's use of the contrasts is excellent in his first directorial chore. The rather unconventional editing and cutting detract somewhat from the basic story which was written for the screen by the late James Agee. This picture is strictly adult fare because of its characterizations and frank, straight-forward dialogue.

Running time, 93 minutes. Adult classification. For release in September.

LESTER DINOFF

Denver to Complete

(*Continued from page* 1)

was named chairman of the promotion committee. Exhibitors will be asked to set up radio, television and newspaper committees.

It seems assured that Denver showmen will award an area prize consisting of a house and lot, completely furnished, with an automobile in the garage and a complete stock of groceries and other staples to the winner of the contest being arranged for the public. The house and lot, valued at $20,000, will be awarded to the person who makes the closest guess to the final vote as tabulated by Price Waterhouse & Co.

Gibraltar Establishes 25 Film Exchanges

HOLLYWOOD, July 19. — Back from a nine-week tour of the United States, Sam Nathanson, president of Gibraltar Motion Picture Distributors, Inc., announced the establishment of exchanges in 25 cities to handle five films which the company now has in release.

The exchange offices have been established in Dallas, Oklahoma City, New Orleans, Memphis, Atlanta, Charlotte, San Francisco, Los Angeles, Seattle, Portland, Denver, Salt Lake City, St. Louis, Chicago, Detroit, Cleveland, Washington, Philadelphia, New York, Buffalo, Albany, Boston, New Haven and Cincinnati.

PEOPLE

William Analante, manager of Loew's Jersey City Theatre, Jersey City, has been transferred to Loew's 83rd St. Theatre in Manhattan. **Mary Kirkwood,** acting manager of the 83rd St., has been assigned temporarily as relief manager.

□

L. W. Brockington, president of Canadian Odeon Theatres, Toronto, was one of several Canadians who attended the conference of the International Commission of Jurists in Athens, Greece.

□

Bob Smith, supply engineer for National Theatre Supply in Kansas City, has been transferred to the Los Angeles branch.

□

Marvin Fox, city manager for John Hamrick Theatres in Portland, Ore., for the last eight years, has announced his retirement from the post. He supervised the Liberty and Roxy. His future plans have not been disclosed.

□

W. H. Hendren, Jr., and **E. S. Washburn,** president and vice-president, respectively, of United Film Service, Kansas City, have been elected directors of Adfilms, Ltd., of Toronto.

□

Norman Glassman and **W. Leslie Bendslev** have been named co-chairmen of the two-day regional convention of Independent Exhibitors, Inc., of New England, which will be held at the Toy Town Tavern, Winchendon, Mass., on Oct. 24-25.

□

H. E. Drury is the new owner of the Valley Theatre at Lake Benton, Minn.

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RKO Owners

(Continued from page 1)

factor in overcoming the product shortage of which exhibitors have complained for long.

Some exhibitors, however, expressed the fear that release of the RKO film library to television might induce other major film companies to get into the market also. On the other hand, it was pointed out that as president of General Teleradio, O'Neil has had considerable experience in the films for television field and hardly could be expected to glut the market by dumping RKO's old productions indiscriminately.

Syndication Likely

It was suggested that a far greater likelihood would be that the library will be carefully categorized and made available for TV distribution and syndication in small lots over an extended period of time, probably beginning with the start of the new TV programming season in the fall.

General Teleradio has followed such a procedure since it acquired 30 films last year from Bank of America and distributed them in the TV market as the "Million Dollar Movie" program.

Many industry figures expressed surprise yesterday that the deal with Hughes actually had been consummated. They confessed that throughout the prolonged negotiations they had felt that Hughes eventually would withdraw without disposing of the properties for which he paid approximately $23,500,000 to the now inactive parent company a year ago after RKO stockholders became critical of his policy of non-operation of the studio.

Hughes now receives $25,000,000 for the same assets and continues to own the major share of the inactive parent company, RKO Pictures Corp., for which Floyd Odlum's Atlas Corp. has been bidding in the millions at intervals in the past in order to make use of its huge tax loss carryover. The only asset of the inactive company is approximately $18,000,000 in cash, which remains from the Hughes purchase payment after several hundred thousand shares of stock outstanding had been surrendered at the $6 per share redemption price.

Large Profit Assured

Thus, as on earlier occasions, Hughes stands to make a substantial profit on his RKO dealings.

The payment to Hughes of $25,000,000 in cash by General Teleradio is scheduled to be made next Monday.

Hughes' withdrawal from the industry occasioned no expressions of regret in key places yesterday. His record of unorthodox operation, or non-operation, of the company, together with the criticism and unwelcome publicity some of his pictures, advertising and publicity have brought down indiscriminately upon the industry at large, while Hughes remained aloof, refusing to share responsibility in industry affairs, earned him few, if any, admirers.

The consensus among responsible executives here, even before policies of the new owners of RKO Radio have been proclaimed, appeared to be that any change could be a change for the better, and all appeared optimistic that it would prove to be so.

O'Neil was reported at General Tire and Rubber headquarters in Akron yesterday, but could not be reached by reporters. Reportedly he will be in Washington today and in New York for a board meeting tomorrow. General Teleradio offices here said that an effort would be made to set up a press interview with him early next week.

Meanwhile, no developments are expected before next week when ownership of RKO Radio actually changes hands. Officials of the latter company here and on the West Coast were without special instructions of any kind yesterday, following signing of the contract of sale. The official announcement issued Monday night said no personnel changes were contemplated.

GT officials here feel that O'Neil's dream of a television film network under the banner of the Mutual Broadcasting System may now become a reality. At present, MBS has only five television stations and six radio stations across the country with no affiliate TV stations. The RKO purchase could be the selling point to agencies and advertisers, besides MBS stockholder affiliates, to form such a network, GT people point out.

GT has produced and distributed "Gangbusters" on film to a number of TV stations, in addition to its handling of the "Million Dollar Movie" programs.

HAIL AND FAREWELL!

(Continued from page 1)

film company out of what has long been the neglected and semi-dormant film interest under the capricious control of Howard Hughes.

Theatre owners who have been feeling the pinch of a product shortage should be jubilant—but their jubilation should be tempered with a sharp realization that if the O'Neils are to be encouraged to produce and distribute for theatrical exhibition it will be up to exhibitors to afford a good and profitable market. The General Tire Co., the parent company of the O'Neil interests, has applied a policy of wide diversification in investment and operation. It is logical to assume that they can be encouraged to go a long distance in producing and distributing pictures for the theatres provided that they meet with the requisite demand.

With the consummation of the RKO Radio Pictures sale it is to be presumed that a finis has been written to the motion picture career of Howard Hughes, at least as a major industry factor. Mr. Hughes' retirement from the scene will occasion few regrets, not because he lacks any of the required attributes and qualifications for success in the industry but due to persistent wilfulness and caprice he constantly defeated the objectives which he was presumed to be seeking. His frequent disregard of both the causes of the industry and of public opinion has at times been a burdensome handicap. It is, however, the spirit of the industry that he will leave with many good wishes for the attainment of his objectives in whatever undertakings he chooses to direct his indubitable genius.

To his successors a hearty welcome and best wishes for the realization of the great possibilities which are theirs to gain through the great medium which is now in their custody!

Rhoden Hopes RKO Sale Will Up Product

HOLLYWOOD, July 19.—Elmer C. Rhoden, president of National Theatres, commenting on the Howard Hughes sale of RKO Radio to Tom O'Neil, said: "We, of course, view with great interest the acquisition of RKO by the new management, which promises to increase production. As exhibitors, we have long felt the shortage of product and we will do everything to help any producer who will turn out more good pictures."

Jo Wallace Heads Crescent's Board

NASHVILLE, July 19.—Jo Wallace, bank trust officer and lumber and building supply dealer, today was elected chairman of the board of directors of Crescent Amusement Co., leaving the office of president, vacated in June by Kermit Stengel, indefinitely open. It was revealed at the meeting that Mrs. Tony Sudekum, widow of the founder, had resigned as a director and is now en route to Europe on a six-week trip.

Directors reelected were Mrs. R. E. Baulch, Howell Campbell, Sr., and William F. Holman. Hayes, who has been a Crescent official for 20 years, was elected vice-president and treasurer.

Jeffers Loses Third Suit Against S.E.G.

HOLLYWOOD, July 19. — The Screen Extras Guild, Buck Harris and H. O'Neil Shanks today were absolved by Superior Judge Howard Schneider, in the third trial of the suit brought by actor Mike Jeffers asking $200,000 for damages assertedly caused him by references made in a guild pamphlet.

The first trial resulted in a mistrial after several months of testimony, the second took seven months and was decided in favor of the plaintiff, but was appealed. The third trial took seven weeks.

Jeffers, following the decision, said he will appeal.

O'Neill Joins 20th-Fox

The appointment of James O'Neill as special exploitation representative on "The Girl in the Red Velvet Swing," in CinemaScope, was announced yesterday by 20th Century-Fox. O'Neill formerly was Eastern representative for Hecht-Lancaster Productions.

National Pre-Selling



Jose Ferrer Observes The "Companion" Article

UNDER the intriguing title, "Are You a Shrike?" "Woman's Home Companion" provides a wonderful break for the U-I picture. The "Companion" article, which runs through four pages of the current issue, poses 12 questions to women in relation to the theme of the picture "The Shrike." Universal is reprinting the 12 questions out of this article to supply to theatres for distribution to their women patrons in advance of playdates for the picture.

•

A two-page spread leads off the James Stewart profile story in the July 26 issue of "Look." "The Man From Laramie," being readied for release by Columbia, is James Stewart's next release. The first page of the story is devoted to Stewart in character as "The Man From Laramie," along with promotional copy for this picture.

•

"Female on the Beach" receives a substantial plug in the July issue of "Seventeen." Joan Crawford, the star of the U-I picture, is spotlighted in a full color ad advertising Lustre Creme Shampoo.

•

"American Weekly," in the July 24 issue, will have a pictorial story on Anita Ekberg, the Swedish beauty. She will be starred in Warner's "Blood Alley."

•

Marilyn Monroe, star of "The Seven Year Itch," is the cover girl on "Redbook's" July issue.

Appearing in the same issue under the title, "The Marilyn Monroe You've Never Seen," is a six-page pictorial story of "The Seven Year Itch's" feminine star. She is shown in candid camera shots on a New York Subway station and riding an elephant at the circus.

•

Gina Lollobrigida who is co-starred with Burt Lancaster in "Trapeze," will be the cover girl on the July 24 issue of "Parade." In the issue is an interesting background story of the Italian star.

•

"The McConnell Story" is given a promotional lift in the fashion section of "Good Housekeeping's" July issue. Costumes inspired by fashions worn by June Allyson in the Warner picture are displayed in the issue.

WALTER HAAS

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 14 NEW YORK, U.S.A., THURSDAY, JULY 21, 1955 TEN CENTS

In London

Will Sign Fox-Schlesinger Deal Monday

Fox Can Withdraw Dec. 1 If Stock Not on Hand

By PETER BURNUP

LONDON, July 20. — Signing of an agreement by which 20th Century-Fox will acquire control of the Schlesinger South African theatre interests will take place here on Monday, Spyros Skouras, 20th-Fox president, said on his arrival from Johannesburg.

Skouras said the agreement constitutes a "controlling instrument" only, and is contingent upon 20th-Fox acquiring 90 per cent of the ordinary shares of

(*Continued on page* 4)

Ontario Industry to Fight TV Inroads

Special to THE DAILY

TORONTO, July 20.—Patronage-building celebrations are planned by exhibitors and managers in a number of Ontario cities during September to provide a stimulating start for the new season in the face of increasing television competition across Canada.

The campaigns have not been arranged at the summit but are being organized by local theatre groups on

(*Continued on page* 4)

Skouras Hits Toll TV; Would Return 'Chaos' to Industry

From THE DAILY Bureau

LONDON, July 20.—Vigorous opposition to subscription television was expressed by Spyros P. Skouras, president of 20th Century-Fox, in a press conference here today following his arrival from Johannesburg, South Africa.

Toll TV, he said, would again bring chaos to the motion picture industry and would deliver a body blow to theatre box offices. Its introduction would impede the progress of the industry toward the production of better pictures and also would ruin the artistic endeavors of producers, directors and writers who seek to raise motion pictures to ever higher levels, in the opinion of the 20th-Fox president.

Skouras pointed out the devastation

(*Continued on page* 4)

Slate Drive-In Forum For TOA Conclave

A special open forum, devoted to drive-in theatre operations, has been scheduled for the 1955 TOA convention and trade show, Oct. 6-9, at the Biltmore Hotel in Los Angeles.

The forum will be under the co-chairmanship of Michael Redstone, Boston, and Horace Denning of Florida.

Particular emphasis will be placed on the latest equipment innovations. Special speakers and panel members

(*Continued on page* 4)

Loew 40-Wk. Profit Rises

For the 40 weeks ended June 9, consolidated net profit of Loew's, Inc., including theatre subsidiaries, was reported at $4,514,242, equal to 88 cents per share on 5,142,615 shares of outstanding stock. This compared with $4,466,376, or 87 cents per share in the corresponding period of the previous year.

A net of $1,239,791 was reported for the 12 weeks ended June 9, or 24 cents a share, compared with $1,267,210, or 25 cents a share, for the same 12 weeks last year.

Gross sales and operating revenue for the 40 weeks amounted to $131,272,000 against $138,250,000 for the same period of 1954. The net operating profit before Federal taxes for the 40 weeks ended June 9 was $7,848,729, compared with $7,345,482 for the 40 weeks ended June 10, 1954.

The operating profit for the 12 weeks ended June 10, before taxes, amounted to $2,164,854, while $2,158,831 was reported for the corresponding 1954 period.

Would Extend Life of Delinquency Study

From THE DAILY Bureau

WASHINGTON, July 20. — The Senate Rules Committee voted to extend the life of the special Senate Judiciary Subcommittee studying juvenile delinquency.

The subcommittee, headed by Sen. Kefauver (D., Tenn.), has been study-

(*Continued on page* 4)

Assigned to Films

Glett Named To Teleradio Executive Post

Reported Assuming High Studio Production Role

Charles L. Glett, who has been active in motion picture and television production, has joined the executive staff of General Teleradio, Inc., it was announced yesterday by Thomas F. O'Neil, president.



Charles L. Glett

Glett, who has resigned his post as vice-president in charge of network services for CBS-Television on the West Coast, will make his headquarters in Hollywood.

An executive spokesman for Gen-

(*Continued on page* 5)

Entertainers' 'Red' Activity Draws Probe

From THE DAILY Bureau

WASHINGTON, July 20. — The House Unamerican Activities Committee will hold about a week of hearings in New York City, tentatively slated to start on Aug. 15, on Communist activity in the entertain-

(*Continued on page* 4)

Warners Fined $280 In UK Quota Case

From THE DAILY Bureau

LONDON, July 20.—Warners' Leicester Square Theatre was fined £100 and costs or $280 today in Bow Street Police Court here for failing to fulfill its Quota Act requirements for 1953, as charged by the British Board of Trade.

The Warner circuit had maintained in its defense that the theatre ran the 3-D picture "House of Wax" for 21 weeks and hence did not have sufficient playing time available to fulfill quota requirements. Also, the long run was undertaken to stimulate theatre business in a time of industry recession, the circuit said.

For Audience Awards

Second Nominating Ballots Are Now Being Distributed

The second exhibitors nominating ballot for the Audience Awards election has been printed and is being distributed to 19,000 theatres, Robert W. Coyne, special counsel for the Council of Motion Picture Organizations, announced yesterday. Distribution of the ballot, which covers pictures released between April 1 and June 30, 1955, is being made through the regional offices of National Screen Service.

Coyne emphasized that it was urgent that all exhibitors fill in and mail their ballots as quickly as possible in the postage-paid envelope enclosed for that purpose. All ballots for the second series of nominations must be in the hands of Price Waterhouse & Co. not later than Aug. 15.

The extended time for filing the first exhibitor nominating ballot expired Monday. Exhibitor votes on the first ballot are now being tabulated by Price Waterhouse & Co. The 10 highest votes in each of the five categories on the first ballot will be made public by Elmer C. Rhoden, national Audience Awards chairman, next Wednesday in Hollywood.

These names, together with the five top names on the second and on the third nominating ballots, will appear on the official ballot to be voted on by the public in the Audience Awards

(*Continued on page* 4)

Allied Board Meet Continuing Today

From THE DAILY Bureau

WASHINGTON, July 20.—The board of directors of Allied States meeting here today, put a cloak of silence over action it would take on its Exhibitor Defense Committee's report.

According to Allied general counsel Abram F. Myers, the board heard its EDC report and decided to do something about it but wants its decisions "reduced to writing and then examined carefully." The board will meet again tomorrow and will then reveal its decisions, Myers said.

PERSONAL MENTION

JOHN FLINN, Allied Artists director of advertising-publicity, will return to the Coast today from New York. He will be accompanied by MARTIN DAVIS, AA's Eastern advertising-publicity head.

•

WALTER LOWENDAHL, Transfilm executive vice-president and president of the Film Producers Association of New York, has returned here from Europe.

•

N. P. PERY, Columbia Pictures International vice-president and Continental manager, has arrived in New York from Europe.

•

ROBERT M. WEITMAN, American Broadcasting Co. vice-president, will return to New York today from the Coast.

•

MOREY R. GOLDSTEIN, Allied Artists vice-president and general sales manager, has arrived in Hollywood from Chicago.

•

DON AMECHE arrived here last night from the Coast via TWA. VICTOR MATURE is due here today by the same route.

•

ALEX SCHIMMEL, Universal's branch manager in New Haven, has returned there from a vacation in upstate New York.

•

TONY OWEN, British actor, has arrived in New York via B.O.A.C. Monarch.

•

HENRY EPHRON, producer, and HENRY KING, director, have returned to Hollywood from New England.

•

WAYNE THIRIOT, Paramount branch manager in Portland, Ore., has arrived in New York from there.

Farewell Luncheon For Altec's Seeley

The departure of E. S. Seeley, chief engineer of Altec Service Corporation, to take up his new duties as director of engineering for Altec Lansing Corporation, Beverly Hills, Calif., was marked by a testimonial lunch tendered to him by his associates and various representatives of major film organizations, together with well-known figures from Bell Telephone Laboratories, Western Electric and Westrex.

Held at University Restaurant, Greenwich Village, the affair was highlighted by the presentation of a desk set, tendered to Seeley by D. C. Collins, vice-president of Altec, on behalf of his Altec associates in New York and the field.

'Sinbad' to Globe

RKO Radio's "Son of Sinbad" will open at the Globe Theatre here next Wednesday.

IMPORTANCE SEEN IN DENIAL OF SCHINE TRUST SUIT DISMISSAL

Special to THE DAILY

ALBANY, July 20.—U. S. District Judge Stephen W. Brennan, in a nine-page decision of possibly precedental industry importance, denied a motion by Schine Chain Theatres, Inc., and other Schine defendants, as well as by the major distributing companies, to dismiss the $1,500,000 anti-trust action brought by St. Lawrence Investors, Inc., operating the American Theatre in Canton, because that company's certificate of incorporation did not authorize it to conduct a theatre business.

The suit was brought in 1950, but recently the defendants raised the point that St. Lawrence Investors was not empowered to operate a theatre and therefore could not claim damages under the anti-trust law in an unauthorized business.

Calls Offense 'Technical'

Judge Brennan held that the corporation formed in 1929 by Aleck Papayanakos and his wife principally to conduct a stock securities business, had exceeded its conferred power in operating the American. The judge ruled, however, that "the plaintiff's wrong-doing, which is more technical than substantial, is not to be compared in gravity, in so far as public interest or policy is concerned, with that of a violator of the anti-trust law." Judge Brennan cited several cases indicating a "trend which denies the wrong-doing of the plaintiff as a defense in an anti-trust action."

These decisions, the jurist held, "controlled."

Judge Brennan pointed out that the New York State general business law provides no penalty for its violation; that the question of specific authorization is one that usually concerns only stockholders, directors and contracting parties.

Trial Expected in Fall

Leonard L. Rosenthal, of Albany, is attorney for St. Lawrence Investors. Schwartz & Frohlich, Edward C. Raftery, John R. McCullough (of Harris, Koegel & Caskey) and Saul Friedberg, of New York, are among the attorneys for distributor defendants. Raichle, Tucker & Moore, of Buffalo, and Howard M. Antevil, of Gloversville, are counsel for the Schines.

The suit, which is concerned with the American, Canton, and the Schine operation in Ogdensburg, is expected to reach trial this fall.

Goldwurm to Europe In Product Search

Jean Goldwurm, president of Times Film Corp., will leave here tomorrow for a two-month trip throughout Europe to seek new product for company distribution in the United States, and to complete already-started negotiations for films produced in France, Sweden, Italy and Germany.

It was revealed here yesterday by Goldwurm that a finalization for the arrangement of a co-production with a French producer will be made during this trip. Goldwurm will be accompanied by his wife.

Start Social Security Hearings on Friday

WASHINGTON, July 20. — The Senate Finance Committee agreed to start hearings Friday on the House-passed bill to boost social security taxes and benefits. Chairman Byrd (D. Va.) indicated, however, that the outlook was poor for the committee to finish hearings and vote on the bill before adjournment.

Todd on Tour

Richard Todd, who co-stars with Michael Redgrave in Warner Bros.' forthcoming release of "The Dam Busters," is making a series of personal appearances in conjunction with this picture's openings in three Canadian cities. The British actor will appear at the University and Eglinton Theatres in Toronto on picture's opening day at these two houses today, at the Capitol Theatre in Montreal tomorrow and at the Regent Theatre in Ottawa on Saturday.

4 20th-Fox Releases In Broadway Festival

Twentieth Century-Fox will have four attractions, three in CinemaScope and color and one in regular dimensions, in simultaneous first-run exhibition in Broadway theatres here beginning tomorrow in the current "festival."

Currently in its eighth week at the Loew's State is "The Seven Year Itch" while continuing at Brandt's Mayfair is "House of Bamboo." Opening at the Roxy Theatre tomorrow is "How To Be Very, Very Popular" and at the RKO Palace Theatre tomorrow is "A Life In The Balance."

Johnston Is Host to Jains of India

WASHINGTON, July 20.—Motion Picture Association president Eric Johnston was the host tonight at a dinner in honor of Mr. and Mrs. J. C. Jain.

Jain is publisher of the "Times" of India, "Film Fare" and a number of other Indian papers and magazines. He and Mrs. Jain are on a world tour. Congressional leaders, State Department and other administration officials and representatives of foreign embassies were among guests at the dinner.

Will Screen 'Phenix' For Gov't Officials

WASHINGTON, July 20.—Allied Artists will give special screening of "The Phenix City Story" Monday night at the Academia Theatre of the Motion Picture Association of America for members of Congress and officials of Federal law enforcement agencies.

News Roundup

Israeli Film to Hoffberg

"Five Tales from Israel," feature length production which was produced in Israel by the Israel American Motion Picture Co., been acquired by Hoffberg Productions, Inc. for distribution in the United States and Canada.

■

File Missouri Incorporation

Wilding Picture Production, Detroit, has been incorporated to operate in Missouri as a foreign corporation selling motion pictures, slide films and other visual aids. Officers are C. H. Bradfield, Jr., C. B. Hatcher and F. F. Palac. St. Louis agent is the C. T. Corp. System.

■

Fernandel Film Here Aug. 1

"The Sheep Has Five Legs," latest film of France's first comic, Fernandel, will have its American premiere at the Fine Arts Theatre on Aug. 1.

■

N. Y. Drive-in Names Booker

The Sara-Pla Drive-in, between Saranac Lake, N. Y., and Lake Placid, is now being bought and booked by Upstate Theatres, Inc., of Albany. It is operated by Ernie Stautner and Ed Hoffman.

■

Defer Conn. Drive-in Debut

Charles Lane and Irving C. Jacocks, Connecticut theatre operators, have postponed opening of the Branford Drive-In, now under construction, to late this month.

■

Unusual Booking in Conn.

In a unique booking development, RKO is bypassing a normal downtown opening to premiere "The Americano" in four New Haven, Conn., neighborhood houses, the Whalley, Whitney, Rivoli and Dixwell, and the Post Drive-In, East Haven.

Arnall on Coast for SIMPP Board Meet

HOLLYWOOD, July 20.—Gov. Ellis G. Arnall, president of the Society of Independent Motion Picture Producers, who arrived from the East tonight for a 10-day stay, will confer with SIMPP officials Gunther Lessing and Marvin Faris, and will preside at the annual meeting of the SIMPP board of directors next Wednesday.

Kramer Signs Grant

Producer-director Stanley Kramer has signed Cary Grant as one of the three top stars for "The Pride and the Passion" which he will produce in VistaVision for United Artists release, it was announced here yesterday.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second-class matter Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10¢.



This is the way it is every day at Radio City Music Hall with Mister Roberts'. And this is the way it is wherever Mister Roberts' is. It beats 'Battle Cry'!

Warner Bros.

N. Y. DAILY NEWS:
"The country doesn't need a good five-cent cigar, but it does need more pictures like 'Mister Roberts'!"

"Mister Roberts"

starring HENRY FONDA · JAMES CAGNEY · WILLIAM POWELL · JACK LEMMON

CINEMASCOPE - WARNERCOLOR - also starring BETSY PALMER · WARD BOND · PHIL CAREY

Screen Play by FRANK NUGENT and JOSHUA LOGAN • Based on the play by THOMAS HEGGEN and JOSHUA LOGAN

PRODUCED BY LELAND HAYWARD Directed by JOHN FORD and MERVYN LeROY

MUSIC COMPOSED AND CONDUCTED BY FRANZ WAXMAN

Schlesinger

(*Continued from page* 1)

African Theatres, Ltd. If the necessary ordinary shares cannot be acquired, 20th-Fox will have the option of cancelling the whole arrangement on Dec. 1.

The 20th-Fox president declined to reveal the sum involved in the transaction but did say that payment would be in pounds, not dollars.

He revealed little that was not previously known about the deal. He reiterated that his company plans to buy the entire Schlesinger theatre interests, which include 20 of the finest theatres in Africa, by buying into African Theatres, Ltd., which is the holding company. African Consolidated Theatres, the operating company, is not involved.

Schlesinger holds stock in J. Arthur Rank's Odeon Cinema Holdings, Ltd., which is also interested in African Consolidated. However, Skouras refused to include in the deal the Schlesinger holdings in Odeon.

Excludes Great Britain

In reply to questions, Skouras said that his company, barred from theatre ownership in the United States by the Federal consent decree which terminated the industry anti-trust litigation there, is greatly interested in theatres elsewhere, but not in Great Britain.

He said he had immense confidence in South Africa's future and, accordingly, regarded the Schlesinger deal as a first rate investment. He said if the deal is concluded, African Theatres will be operated on precisely the same lines as is the large Hoyt's circuit in Australia, which is controlled by 20th-Fox, namely, it will have complete autonomy with an exclusively South African board of directors, except for one American member.

Personnel Changes Set by Shea Circuit

Nine managerial changes have been announced by the Shea circuit, involving theatres and personnel in Ohio, Pennsylvania and Massachusetts.

Joseph W. Scanlan, former manager of Shea operations in Zanesville, O., has taken over management of the Fulton Theatre, Pittsburgh. Dale F. Tysinger, manager of Shea operations in Ashtabula, O., took over management of Shea operations in Zanesville, O., yesterday, and Durward Duty, manager of Shea operations in Marietta, O., took over management of Shea operations in Ashtabula, O.

Dale C. McCoy, manager of Shea operations in Cambridge, O., now heads operations in Marietta, O. Lee McFerren, formerly assistant manager for the Fulton Theatre, Pittsburgh, now manages the State Theatre, Conneaut, O. Bob Ellison, formerly assistant manager at Newark, O., has been reassigned to the Fulton. Don Parker, formerly assigned to the Fulton, was reassigned to Newark, O., under Bill Gillam. William E. Kibrige, manager of the Park Theatre, Westfield, Mass., will take over management of Shea operations in Cambridge, O., on Monday. Harry Buck, manager of the State Theatre, Conneaut, O., will take over management of the Park, tomorrow.

Compo's Second Ballots

(*Continued from page* 1)

election to be held in the nation's theatres from Nov. 17 to 27, inclusive.

On the second ballot, each exhibitor is asked to nominate not more than five names in each of the five categories. No player may be nominated for more than one performance. Nomination of a picture, however, does not necessarily mean that the exhibitor must also nominate the stars or promising personalities listed in that picture. Personalities may be named for their performance in any qualified pictures besides those elected as the best. No ballots will be considered if more than five pictures and more than five players in each category are nominated, or if a player is nominated more than once. Blank spaces are provided for write-in votes.

Deadline Won't Be Changed

If through some oversight an exhibitor does not receive his copy of the second ballot before July 23, Coyne requests that he communicate immediately with the regional office of National Screen or COMPO headquarters and request a duplicate ballot. In order to maintain the tight time schedule for this campaign, the Aug. 15 deadline for the receipt of the second nominating ballots cannot be extended.

Ten major American distributors and one foreign distributor are represented on the list of pictures on the second ballot. Republic heads the list with 13 pictures. Fox and Universal each have nine pictures; Columbia, eight; M-G-M, six; Paramount and Warner Bros., five each; Allied Artists and Buena Vista, four each; United Artists, two; and Kingsley International, one.

Arthur Heads Coast Compo Poll Group

From THE DAILY Bureau

HOLLYWOOD, July 20. — Harry C. Arthur, chairman of the Southern California Theatre Owners Association, will serve as chairman of the local exhibitor committee to coordinate plans for the Audience Awards project of the Council of Motion Picture Organizations, with the first mass meeting of exhibitors scheduled for Aug. 2.

Others on committee are Seymour Borde, Sherrill Corwin, Burton Jones, Pete Latsis, M. Spencer Leve, Thornton Sargent and Bernie Wolf.

Russell 'Poll' Talk Set for Pittsburgh

Ralph Russell of the Palace Theatre, Canton, O., a member of the original Audience Awards planning committee of the Council of Motion Picture Organizations, will address a meeting of exhibitors, exchange personnel and other industry representatives of the Pittsburgh exchange area in the Paramount screening room in Pittsburgh on Aug. 1. Approximately 150 persons are expected to attend.

The meeting will be conducted under the auspices of the Pittsburgh Audience Awards Committee.

Delinquency Study

(*Continued from page* 1)

ing, among other things, the effect of crime and horror films on juvenile behavior. The subcommittee was scheduled to go out of existence at the end of this month, but the rules committee approved a resolution to extend its life through next January, with an additional $29,000 to carry on its work. This would make $154,000 appropriated to the subcommittee. The resolution must still be approved by the Senate itself.

Brochure Lists 27 New Rank Features

A brochure announcing the planned production or availability of 27 J. Arthur Rank feature productions has been prepared in full color for distribution to exhibitors, publications and others throughout the world. Prepared in London, the brochure is being distributed here by the JARO office in New York.

The brochure notes that many of the films in work are in color and in VistaVision and feature new faces as well as established JARO stars. "Still more titles crowd in for a place in the listing," it notes, and "new star signings" give "evidence of a vigorous, long-term plan for British film production." The brochure is entitled "Films for the World from Britain."

'Martial' to Trans-Lux

The British production of "Court Martial" will open at the Trans-Lux 52nd Street Theatre here on Aug. 1, it was announced by distributor Edward Kingsley.

Drive-in Forum

(*Continued from page* 1)

will report on and discuss problems with a question and answer period following. Exhibitors will have an opportunity to ask questions about problems now confusing them and get authoritative answers and advice from top leaders in the business, TOA said.

In keeping with the drive-in forum plans for the convention, Orkin Expositions Management, the show managers, has scheduled a showing of drive-in theatre equipment for this year's show. All new and profit-making devices will be demonstrated.

Start 4, Finish 7; 29 Films in Work

HOLLYWOOD, July 20. — Four new pictures were started last week and seven others were completed, for a total of only 29 pictures now before the cameras.

Started were: "Tambourine," Welsch Prods., CinemaScope, Technicolor (Columbia); "The Proud and Profane," VistaVision (Paramount); "Slightly Scarlet," Superscope, Technicolor (RKO Radio); "Decision at Durango," Technicolor (Universal-International).

Completed were: "Forever, Darling," Zanra Prods., Eastman Color, "Diane," CinemaScope, Eastman Color, and "Bhowani Junction," CinemaScope, color (Metro-Goldwyn-Mayer); "The Girl in the Red Velvet Swing," CinemaScope, color; "The View From Pompey's Head," CinemaScope, color (20th Century-Fox); "Backlash," Technicolor (Universal-International), and "Miracle in the Rain" (Warner Bros.).

Skouras

(*Continued from page* 1)

that free television brought to the industry a few years ago and which, he said, was overcome only by the introduction of CinemaScope. He said we cannot now sacrifice our dearly won victories by embracing a new enemy, toll TV.

He denied, however, that he is opposed to free television. "We are twin industries and each has its field," he said. "Television spurs us on as we do television. But don't let us cravenly sell out," Skouras said.

He had been asked at the interview whether he agreed with those in the industry who have advocated a trial of toll TV or with those who oppose it.

'Red' Activity

(*Continued from page* 1)

ment industry. Officials said that practically all the attention would be on individuals now active in the legitimate theatre or in radio and television, but that some of these individuals might also be or have been connected with motion pictures. The committee would make no witness names public, but indicated subpoenas have already been issued for about 50 persons.

The hearings will probably be held by a subcommittee headed by Rep. Walter (D., Pa.), chairman also of the full committee.

Ontario-TV

(*Continued from page* 1)

a co-operative basis. Already tentative programs have been drawn up at Windsor, under the auspices of the Essex County Theatres Association; at Ottawa, sponsored by the Ottawa Theatre Managers Association, and at Sault Ste. Marie, Ont.

The Windsor drive will be launched at a dinner of the Windsor Advertising and Sales Club, for which the special speaker will be Arch H. Jolley of Toronto, executive secretary of the Motion Picture Theatres Association of Ontario.

69 Key City Dates For 'Kentuckian'

Hecht-Lancaster's "The Kentuckian," CinemaScope film has been set for 69 key openings Coast to Coast in August, it was announced by William J. Heineman, United Artists vice-president in charge of distribution.

Among the cities figuring in the slate of major openings are Akron, Albuquerque, Atlanta, Baltimore, Boston, Bridgeport, Buffalo, Canton, Cleveland, Dallas, Dayton, Denver, El Paso, Fort Worth, Harrisburg, Hartford, Houston, Indianapolis, Los Angeles, Memphis, Milwaukee, Nashville, New Haven, Norfolk, Providence, Reading, Richmond, Rochester, St. Louis, San Antonio, San Francisco, Seattle, Syracuse, South Bend, Wilmington, Washington and Worcester.

ABC Vending Builds

The ABC Vending Corp. will erect in Long Island City, N. Y., a 1,000,000 cubic foot distribution center and home office, it was announced by Charles L. O'Reilly, chairman of the ABC board.

See RKO Out of 16mm. Suit Soon

With RKO Radio's new owners dedicated to making the company's library of 700-800 features available to television, industry attorneys surmised yesterday that the company could succeed in having itself eliminated as a defendant in the government's 16mm. trust action pending in Los Angeles Federal court. The government charges conspiracy in restraint of trade on the part of those companies which refused to sell 16mm. versions of their feature films to TV.

Glett Named

(*Continued from page* 1)

eral Teleradio said last night that it is his belief that Glett will assume a "high production post" at the RKO studios and will be active in picture making. He added that Glett's association with the company would not affect the status of C. J. Tevlin, vice-president and studio head, who, according to the spokesman, was active in the negotiations between O'Neil and Howard Hughes for the purchase of RKO Radio.

Following a 25-year period in the motion picture field as a leading production and management executive, Glett joined Mutual-Don Lee in 1949 as vice-president in charge of television activities. When CBS acquired Los Angeles television station, KTSL (now KNXT), on Jan. 1, 1951, Glett became administrative consultant of the new organization. Several months later, he was named vice-president for the company's radio and television operations.

Native of New York

A native New Yorker, Glett has been associated with a number of companies in various phases of motion picture making. Prior to his association with CBS, he produced independently at RKO-Radio Pictures; was managing director of Motion Picture Center Studios; was president of the Myron Selznick Agency and was vice-president and general manager for David O. Selznick.

O'Neil arrived here yesterday from Akron and attended board meetings throughout the day. He will be in Washington today and tomorrow.

House Approves Bill To Hike Hourly Wage

WASHINGTON, July 20. — The House voted to boost the Federal Minimum Wage from 75 cents an hour to $1 with the increase becoming effective next March 1.

The Senate has passed a bill to boost the minimum wage to $1, effective next January 1.

No attempt was made in the House to extend coverage to theatre employes or other retail and service employes, making certain that there'll be no such action this year. Both the House and Senate have decided against it. The increase in the minimum would apply, however, to production workers and many distribution employes.

Review

"The King's Thief"

(MGM)
(CinemaScope)

A SMALL black book containing the names of English noblemen changes hands dramatically in the year 1662 and, as a result, swordplay, romance and intrigue are combined to make MGM's CinemaScope and Eastman color production of "The King's Thief" a fairly enjoyable picture. Produced on a lavish, spectacular scale by Edwin H. Knopf and directed by Robert Z. Leonard from a screenplay by Christopher Knopf, this picture offers Ann Blyth, Edmund Purdom, David Niven and George Sanders as the top marquee names. The film is bound to satisfy many segments of the theatre-going public inasmuch as a time-tested swashbuckling formula has been taken and turned into a picture which delivers excitement at times.

Behind a cloak of respectability, Niven portrays a cruel, traitorous character who robs England of its patriots, without the knowledge of King Charles, snobbishly portrayed by Sanders. Niven makes the mistake of listing all of his enemies, patriots, in a black book which falls into the hands of Purdom, a gentleman-turned-highwayman due to want of cash, and then the action and fun begins. The swords clash and the chase is on as Niven uses all efforts, including Miss Blyth, who seeks to avenge her father's hanging as a traitor, to get Purdom and the book.

Niven finally catches Purdom and throws the highwayman into jail, but our hero escapes through the efforts of Miss Blyth, who smuggles a knife to him. Purdom, after learning the full facts about Niven's treachery, tries to steal the crown jewels in order to reach the ear of Sanders. In a lusty brawl with a guard in the Tower of London, where the crown jewels are kept, Purdom almost succeeds in his plan, but is interrupted by Sanders and Niven. A furious duel ensues and Niven confesses his treason, with Purdom being pardoned for his crimes by Sanders.

Others capably supporting the principals are Roger Moore, John Dehner, Sean McClory, Tudor Owen and Melville Cooper. The original story was written by Robert Hardy Andrews.

Running time, 78 minutes. General classification. For release in August.

LESTER DINOFF

SMPTE Will Select Winners of Awards

Recipients of awards given in 1955 by the Society of Motion Picture and Television Engineers will be selected at a meeting of the Society's board of governors in New York next Thursday. The board's selections will be based on recommendations submitted by awards committees.

SMPTE offers awards for contributions to specific areas of Society activity such as sound, television and technical literature. To honor contributions more broad in scope the "Progress Medal" is awarded for "any invention, research or development which resulted in a significant advance in the development of motion picture technology."

In the field of television the Society gives the David Sarnoff "Gold Medal Award" for recent technical contributions. The Samuel Warner "Memorial Award" medal is presented for contributions to sound; and an award certificate is given to the author or authors of the most outstanding paper published in the Society's Journal during the past year.

Presentation in October

Presentation of these awards will be made at the Society's 78th convention in Lake Placid, Oct. 3-7.

In addition to these awards, the board will also consider recommendation for Honorary Membership in the Society and for the elevation of members to the grade of Fellow.

Chairmen of the awards committees are Dr. Otto Sandvik of the Kodak Research Laboratories, Rochester, Progress medal; T. Gentry Veal, also of Kodak, the Sarnoff medal; William A. Mueller of Warner Brothers, Burbank, Warner award; Dr. Armin J. Hill of the Motion Picture Research Council, Journal award; F. T. Bowditch, National Carbon, Honorary Membership, and Herbert Barnett, General Precision Laboratories, Fellow award.

Expect 100,000 at 'Queen' Festivities

PORTLAND, Me., July 20. — As plans for Friday's benefit world premiere of 20th Century-Fox's "The Virgin Queen" were finalized today, the Chamber of Commerce announced that some 100,000 persons from all parts of the state and New England would visit the city for festivities attendant upon the launching of the CinemaScope production.

The Retail Merchants' Association reports that extra provisions of food, including Maine's famed lobsters, are being rushed to the city to meet the anticipated rush of visitors arriving to see celebrities Jay Robinson, Tom Ewell, Shirley Yamaguchi, Faye Emerson, Conrad Nagel, Jinx Falkenburg McCrary and Maggi McNellis, who are flying here from Hollywood and New York to join with Bette Davis at the premiere.

Children's Theatre to Benefit

All proceeds from the opening have been earmarked for the Children's Theatre of Portland, of which Miss Davis is a director, and the celebrity delegation, joined by a party of journalists representing the wire services, general press and the trade publications, will be guests of the star and her actor-husband Gary Merrill for a champagne party at their Cape Elizabeth home.

142-Foot Screen for New Fabian Drive-in

ALBANY, July 20. — Construction has started on a 1,500 car drive-in by Fabian Theatres to be known as Fabian's Route 9 Drive-in. It will have a screen 142 feet wide and RCA projection and sound equipment, according to Saul J. Ullman, division manager, and Leon Einhorn, the architect. The open-air theatre, which will be diagonally across from the circuit's 475-car Saratoga, is scheduled to open next spring.

PEOPLE

A. W. Schwalberg, president of Artists-Producers Associates, and his wife, **Carmel Myers**, will participate in the festivities honoring **Paul Gregory** in Des Moines next week. The celebration will be climaxed with the world premiere of Gregory's first production, "Night of the Hunter," in Des Moines, his home town.

□

Charles Jordan, former branch manager for Warner Brothers in Atlanta, has been named manager of the Howco exchange in that city. Roy Nicaud, former manager for Howco, has resigned and returned to his New Orleans home.

□

Howard Meighan has been appointed vice-president of CBS television in charge of the Western division. A vice-president of CBS since 1946, Meighan joined the network in 1934.

□

Phil Smith, president of Smith Management Co. has been named chairman of the advance gifts committee for the Combined Jewish Appeal of Greater Boston. A director of the Jimmy Fund, Smith founded the amusements division of the CJA.

□

Norman Hall has been appointed Quebec sales manager and **A. D. Nicholson** has been named laboratory sales manager of Associated Screen News of Toronto.

□

Harold S. Hackett, president of Official Films of New York since 1953, has been elected chairman of the board.

□

Betsy Blair has been named "Actress of the Year" by the Catholic Society of Arts and Letters for her co-starring portrayal opposite Ernest Borgnine in Hecht-Lancaster's production of "Marty."

'Blue Sea' in August

LONDON, July 20.—The first British motion picture produced in CinemaScope—Sir Alexander Korda's "The Deep Blue Sea," starring Vivian Leigh and Kenneth More—will have a "gala," invitational world premiere here, at the Carlton Theatre, in late August, it was announced today.





How to keep you lovely as you are—always—in every print!

That's a problem which involves the entire industry—begins with sets and make-up . . . follows with film-selection and camera work . . . ends only in the laboratory with precision processing and printing of both original answer prints and final releases.

To aid the industry in its pursuit of perfection, Kodak maintains the Eastman Technical Service for Motion Picture Film at strategic centers. Inquiries invited.

Address: Motion Picture Film Department
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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 15 NEW YORK, U.S.A., FRIDAY, JULY 22, 1955 TEN CENTS

Holdings in 6 Cities

Ezell's Texas Theatres Sold To E. L. Pack

Trans-Texas and Rowley Buy 3 of the Drive-ins

Special to THE DAILY

DALLAS, July 21.—A joint statement made today by Claude C. Ezell and E. L. Pack, disclosed that an agreement of sale has been signed between Pack, president of Bordertown Theatres, Inc., and Ezell, representing Claude Ezell and Associates, by which Pack purchases all the stock of the Ezell operated theatres in the cities of Fort Worth, Waco, San Antonio, Brownsville, Houston and three drive-in theatres in Dallas.

Claude Ezell and Associates at the same time sold their two drive-in theatres in Austin to Trans-Texas Theatres and the Gulf Drive-in Theatre

(*Continued on page* 8)

Some RKO TV Films Likely in Fall: Martin

By LESTER DINOFF

The first group of motion pictures in the RKO Radio Pictures film library is expected to be made available for television distribution this Fall, according to reports at General Teleradio here, Dwight W. Martin, GT vice-president in charge of the film division, said yesterday.

Martin explained, however, that it

(*Continued on page* 8)

Predict New Schine Trial

From THE DAILY Bureau

WASHINGTON, July 21.—Justice Department officials are still refusing to disclose their plans for handling the Schine contempt proceedings, but best guessing is that a new trial will be required.

The future of the case was thrown open to question when Buffalo district court judge Knight died, after holding long hearings on government contempt charges against Schine Theatre Circuit. The government contended the circuit was not abiding by its earlier consent decree.

No successor to Knight has been appointed yet, and word is that Republican state leaders in New York are waiting for the return from Europe of Representative Daniel Reed before huddling on a successor. It's

(*Continued on page* 8)

Inspection Rights to Republic Director

Bernard Smith, Jr., a director of Republic Pictures, yesterday was granted the right to inspect the company's record of stockholders in a decision handed down by New York Supreme Court Justice Irving Saypol. Smith, who has been leading a fight against Republic management, had brought suit against the company and president Herbert J. Yates to force the disclosure of the list of stockholders. The company had refused Smith the right to inspect the books and had attacked his motives.

Justice Saypol ruled that a director had the right to inspect the record, as long as he remained a director, "irrespective of his motives."

63 NEW PERSONALITIES LISTED IN 2ND AUDIENCE AWARDS BALLOTS

Names of 63 new screen personalities, 36 male and 27 female, are listed on the second exhibitors nominating ballot for the Audience Awards election, which is being distributed this week to the nation's theatres Robert W. Coyne, special counsel for the Council of Motion Picture Organizations, announced yesterday. The ballot, which also lists 66 pictures, with 68 male and 61 female stars, covers films released between April 1 and June 30, 1955.

The promising new male personalities listed on the second ballot are: Kevin McCarthy, Robert Strauss, William Campbell, Ray Danton, William Reynolds, Richard Long, Fess Parker, Buddy Ebsen, Kenneth More, James Dean, Ben Cooper, Brian Keith, Alvy Moore, William Conrad, Larry Pennell, Chill Wills, Sean McClory, Jack Sernas, Ernest Borgnine, Jeff Richards, Lex Barker, John Agar, John Derek, Tom Ewell, Gonzales Gonzales, Tab Hunter, Jack Lemmon, Gower Champion, Paul Scofield, Jeff Morrow, Rex Reason, John McCallum, Jim Davis, Norman Wisdom, Richard Egan and Lin McCarthy.

The promising new female personalities listed are: Joan Collins, Elaine

(*Continued on page* 8)

Undecided on Procedure

ALLIED WILL SEEK RENTALS CONTROL

Directorate Expresses Its Disappointment With Relief Offered, After EDC Reports

By J. A. OTTEN

WASHINGTON, July 21.—Allied States will go ahead with its plan to ask for Federal regulation of film prices, Allied's board of directors announced today.

Allied expects a Congressional hearing on the subject, general counsel Abram F. Myers said, but not until after Congress reconvenes in January.

Time is needed, Myers declared, to determine whether it would be better to introduce a bill in Congress and then hold the hearing before a legislative committee, or whether the hearing should be held before an investigatory committee, such as the Senate Small Business Committee, which is not empowered to propose legislation.

Sen. Hubert Humphrey (D., Minn.) has already indicated his willingness to hold an industry hearing before his Small Business sub-committee.

In a statement issued at the close

(*Continued on page* 11)

Allied Query:

Do Quota Laws Abroad Cut Product Here?

From THE DAILY Bureau

WASHINGTON, July 21.—Allied States questioned today whether quota restrictions imposed by foreign countries are indirectly regulating production of motion pictures in the United States.

"The relation between the number of pictures that may be exported by American film companies under the quota laws and the number being produced and made available in the American market appears too marked for happenstance," Allied's board de-

(*Continued on page* 11)

Local 702, Film Labs Sign 2-Year Contract

Local No. 702, which represents laboratory workers in the film processing plants here, has accepted a two-year contract, retroactive to June 19, 1955, which provides for the establishment of a pension fund and wage increases, according to Joseph E McMahon, secretary of Republic Pic-

(*Continued on page* 11)

Ochs Acquires Three Florida Drive-Ins

Special to THE DAILY

CLEVELAND, July 21. — Herbert Ochs has announced the acquisition of three drive-in theatres in Florida, bringing the number of outdoor theatres under his operation to 12. Of these, seven are in Ontario, one in Port Huron, Mich., and one under

(*Continued on page* 11)

Report Boasberg to Para. in September

Charles Boasberg, vice-president and sales manager of Distributors Corp. of America, was reported yesterday to have tendered his resignation effective in late September, when he will join Paramount in an executive sales capacity. It is understood that he will become assistant to E. K. (Ted) O'Shea, vice-president and Eastern sales chief.

Succeeding Boasberg at DCA, ac-

(*Continued on page* 11)

Portland Ready for 'Queen' Bow Tonight

Special to THE DAILY

PORTLAND, Me., July 21.—Bette Davis' first picture in three years, 20th Century-Fox's "The Virgin Queen" in CinemaScope, will have its world premiere tomorrow at the Strand Theater here in a "gala" benefit performance for the Children's Theatre of Portland.

Marking the initial film debut to be held in this city, the premiere will climax civic celebrations and will be attended by an audience of 2,000 $5

(*Continued on page* 11)

PERSONAL MENTION

ROGER H. LEWIS, United Artists advertising manager, will leave New York by plane today for Hollywood.

•

RAMON GARCIA, Universal International general manager for Cuba, and SAUL JACOBS, general manager for Panama, have arrived in New York from their respective headquarters.

•

EMILIE (LEE) ULLMAN, of American Broadcasting-Paramount Theatres, was married this week in Virginia to WILLIAM F. SCHNEIDER, of the Rockefeller Center public relations staff.

•

PAULINE STRAUSS, secretary to MILTON E. COHEN, Eastern and Southern division manager of United Artists, will leave New York tomorrow for Miami.

•

DAVID DIAMOND, producer, will leave Hollywood at the weekend for Washington.

•

IRVING H. LEVIN, president of Filmakers Releasing Organization, will leave Hollywood by plane on Sunday for New York.

•

MOREY R. GOLDSTEIN, Allied Artists vice-president, will return to New York tonight from Hollywood.

•

NORTON V. RITCHEY, president of Allied Artists International Corp., has left New York by plane for London.

•

DAVID E. DIENER, vice-president of Monroe Greenthal Co., will leave New York by plane on Monday for the Coast.

•

EMIL A. KERN, president of J. E. Robin, Inc., equipment firm, has returned to his desk following a protracted illness.

•

MARK LEDDY, talent agent, arrived in New York yesterday from London via B.O.A.C. Monarch.

•

SAMUEL HACKER, industry accountant, has left New York for Los Angeles.

•

ANTHONY QUINN left here Wednesday aboard the "Mauretania" for England.

•

RALPH MARTIN, of "Seventeen," will leave here over the weekend for a vacation.

•

WILLIAM POWELL, division manager for Smith Management Co. in Boston, is in Hartford from there.

•

DAVID LIPTON, Universal Pictures vice-president, will leave Hollywood at the weekend for New York.

•

KIRK DOUGLAS arrived in New York yesterday from the Coast.

New Cinema Head In Argentina Wins Industry Approval

By NATALIO BRUSKI

BUENOS AIRES, July 21.—General satisfaction throughout the industry has greeted the recent appointment of Francisco Leon Bouche, a well known and experienced Argentine newspaperman, who as the new Secretary of the Press of the Government House is director of the Entertainment Board, with all film industry problems in his jurisdiction.

The general feeling is that under his administration many of the more serious problems which have plagued American film distributors in Argentina will be eliminated or, at least, fairly treated. It is also felt that some of the unwarranted privileges and protection heretofore accorded Argentine production, and from which stemmed most of the restrictions imposed upon American films here, will soon be sharply curtailed, if not ended.

Calls Industry 'Mediocre'

In addressing Argentine producers recently, Bouche said: "There is only one truth at the moment about the Argentine movie industry—it is mediocre, positively mediocre. We will not ignore this fact; we are ready to admit it and to remedy it."

After referring to past favors bestowed by the government on the industry, Bouche said the government knew it "was being cheated, and let the industry cheat it for too many years."

Earl Raifstanger Dies

BOSTON, July 21.—Earl B. Raifstanger, 60, manager of Interstate Theatres Corp.'s Mahawie Theatre, Great Barrington, Mass., since 1924, died at Fairview Hospital yesterday. He leaves his widow, three sons, Earl B. Jr., John T., assistant at the Mahawie, and Donald A., as well as a daughter, Mrs. Mortimer T. Cavanaugh. He was a member of the Great Barrington Rotary Club, a Mason and a Shriner.

Records for 'Roberts'

Warner Brothers' presentation of "Mister Roberts" established an all-time opening day record at two Washington theatres on Wednesday when the CinemaScope production grossed $4,127 at the Metropolitan Theatre and $3,070 at the Ambassador Theatre, the film company announced here yesterday.

Warner Postpones Trip

HOLLYWOOD, July 21.—Because of the demands of heavy volume of production activities at the Warner Brothers studio here, Jack L. Warner, executive producer, today announced the indefinite postponement of his trip abroad which was to begin tomorrow.

Henry Kleindienst, 86

Henry Kleindienst, 86, father of Harry C. Kleindienst, assistant treasurer of Loew's International Corp., died this week. He also is survived by another son and two daughters.

Announcement

Appointment of William Pay as London News Editor of Quigley Publications has been announced by Martin Quigley. Peter Burnup, London Editor since 1944, will continue as chief editorial representative in the United Kingdom. Pay in his new post will augment under Burnup's direction the British news coverage for Quigley Publications.



William Pay

Pay was born in London in 1922. His entire business career has been in association with uigley QPublications, Ltd., which he joined in 1938. From 1941 to 1946 he served in the Royal Air Force, making a distinguished record as a fighter pilot.

UA Executives to 'Hunter' Premiere

William J. Heineman, vice-president in charge of distribution; B. G. Kranze, general sales manager, and James R. Velde, Western division manager, will head the contingent of United Artists executives attending the world premiere of Paul Gregory's "The Night of the Hunter" at the Paramount Theatre in Des Moines Tuesday.

The UA sales chiefs will fly to Des Moines over the weekend to participate in the pre-premiere celebration, which will be climaxed by a city-wide official observation of "Paul Gregory Day."

IA Charter Presented To Publicists Guild

HOLLYWOOD, July 21. — The IATSE charter was presented formally to the Independent Publicists Guild tonight by the IATSE international representative, Carl Cooper, with Guild president Nat James accepting for the 18-year-old guild, whose membership last month voted virtually unanimously to affiliate with IATSE.

Freebairn-Smith in TV Academy Post

HOLLYWOOD, July 21.—President Don DeFore of the Academy of Television Arts and Sciences today announced that the board of governors has created a new post, executive secretary, and appointed Thomas Freebairn-Smith, long prominent in the field and winner of a Sylvania Award in 1952, to the position.

Now Sinatra and Grant

HOLLYWOOD, July 21.—Stanley Kramer today announced that Frank Sinatra will co-star with Cary Grant, named yesterday, in "Pride and Passion," Kramer's next for United Artists release.

. . . NEWS ROUNDUP

20th-Fox Has Letter Contest

Writers of the 50 best letters of not more than 150 words on "What in your opinion is the best way to be very, very popular?" will share a collection of prizes offered by 20th Century-Fox, whose CinemaScope comedy, "How To Be Very, Very Popular," will open at the Roxy Theatre here today.

■

Reopen Upstate House

The New Theatre in Hoosick Falls, N. Y., has been temporarily closed, but will be reopened July 31, at which time it will omit screenings two nights weekly, but will go to a full-time schedule Sept. 1. Manager Larry Nimmins will buy and book it, for George Bodenstein of Poughkeepsie.

■

Magnavox Signs Taplinger

The Magnavox Company has announced that it will retain Robert S. Taplinger & Associates, Inc., as its public relations channel.

■

Canada OK's Film Exports

An order-in-council has been passed by the Canadian Government, under the Export and Import Permits Act, permitting the exportation of films to all nations except Iron Curtain countries.

■

Fox-in-Houston Plays Host

The opening of a new 20th Century-Fox Exchange, with Henry Harrell as branch manager, will be celebrated at a cocktail party Monday evening in Houston. 20th-Fox executives will be present to greet local exhibitors.

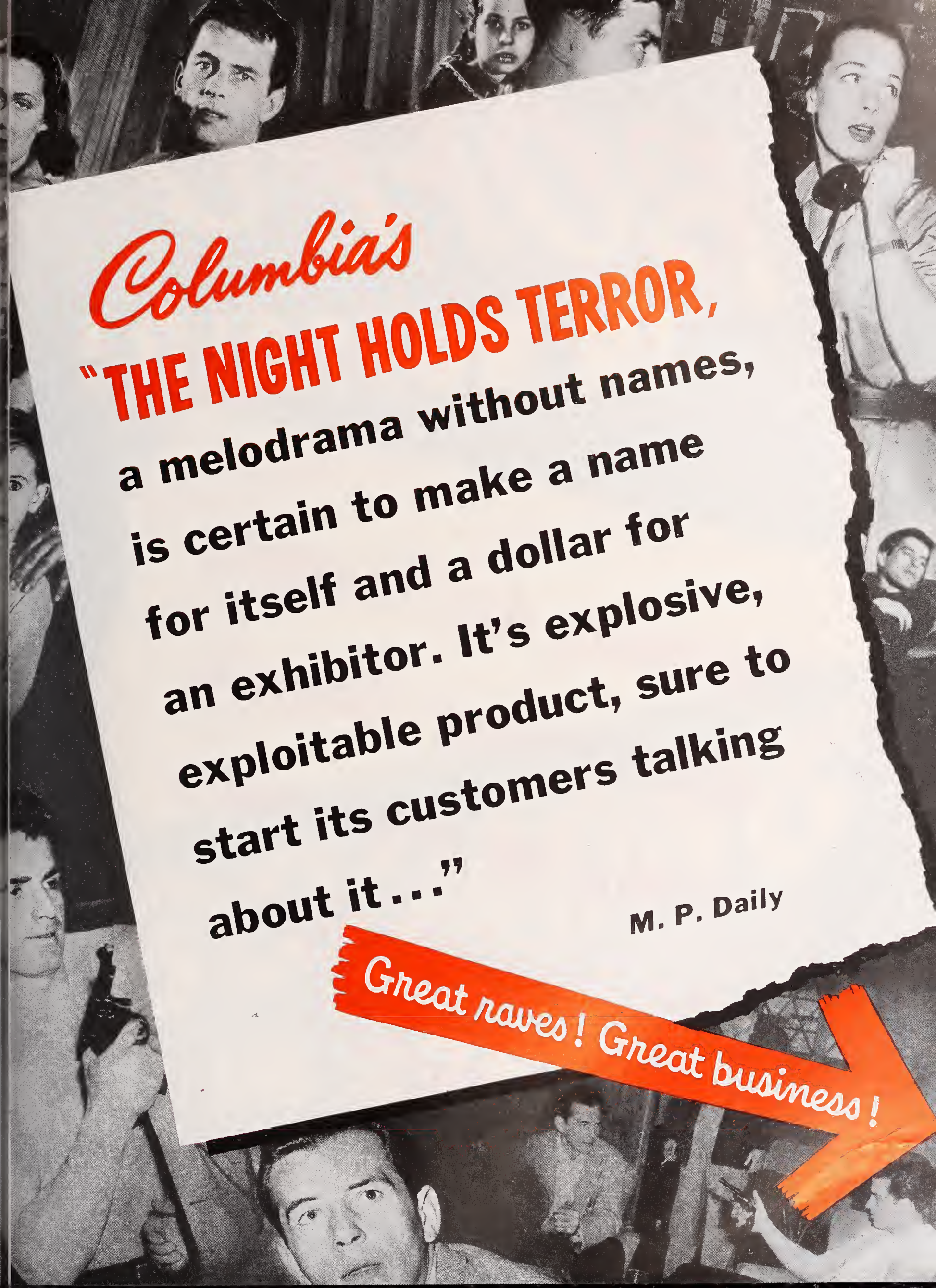
James Benes, 77

CLEVELAND, July 21. — James Benes, 77, a pioneer exhibitor who in 1910 opened the Quincy Theatre here, died in St. Alexis Hospial. He was one of the original members of the Cleveland Exhibitors League, the organization that preceded the Cleveland Motion Picture Exhibitors Association. Since 1924 he had been in the real estate business.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"MISTER ROBERTS"
in CinemaScope and WarnerColor starring
Henry FONDA • James CAGNEY
William POWELL • Jack LEMMON
A WARNER BROS. PICTURE
and SPECTACULAR STAGE PRESENTATION

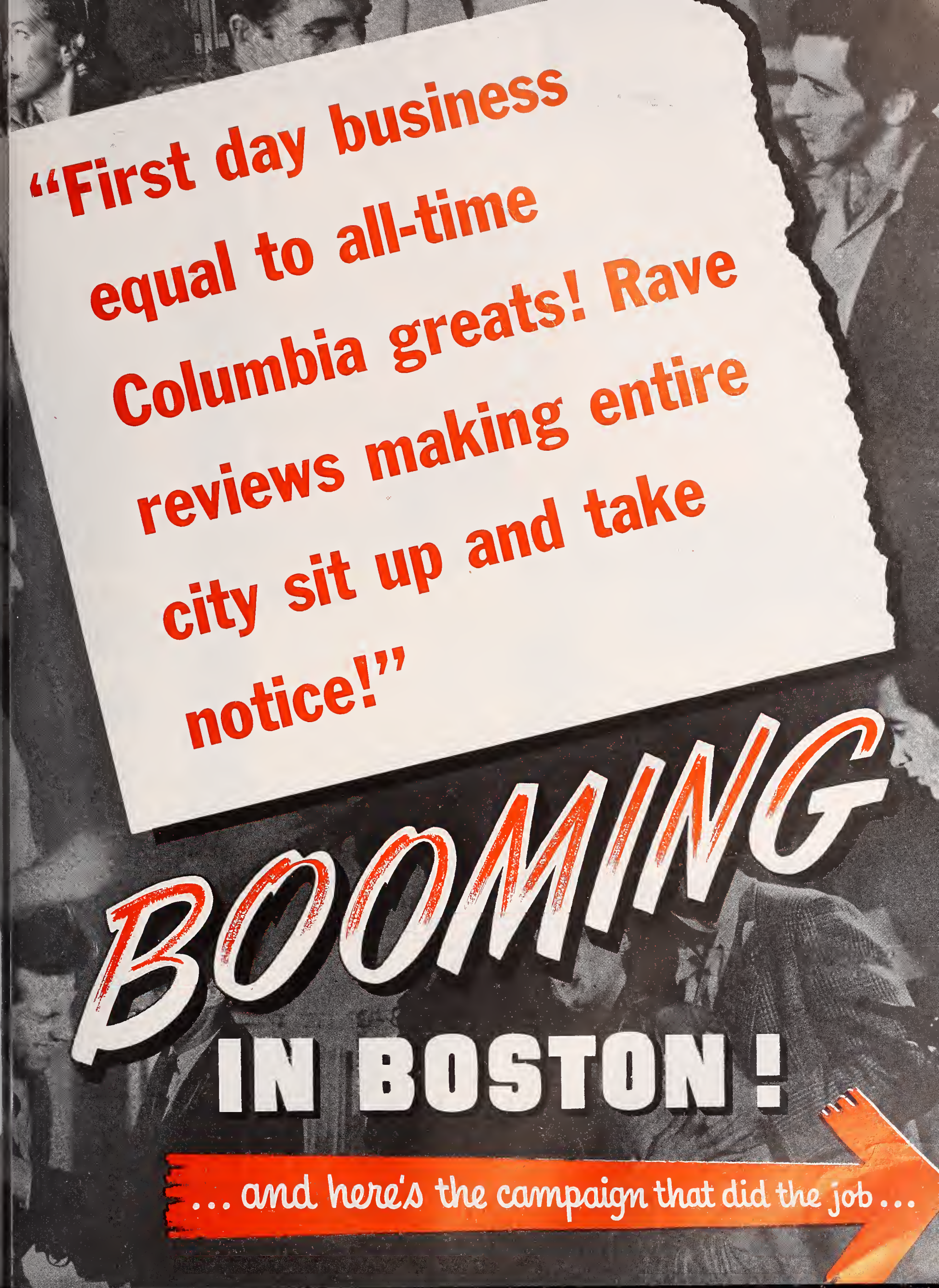
MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau. Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley. Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Golden Square. Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second-class matter Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies. 10¢.


Columbia's
"THE NIGHT HOLDS TERROR,
a melodrama without names,
is certain to make a name
for itself and a dollar for
an exhibitor. It's explosive,
exploitable product, sure to
start its customers talking
about it..."
M. P. Daily
Great raves! Great business!

BOFFO

IN BUFFALO!

"Opening day receipts outstanding! Crowds lining up from morning to night for smash biz!"


"First day business equal to all-time Columbia greats! Rave reviews making entire city sit up and take notice!"
BOOMING
IN BOSTON!
... and here's the campaign that did the job ...

THESE ARE THE ADS THAT WILL HAV

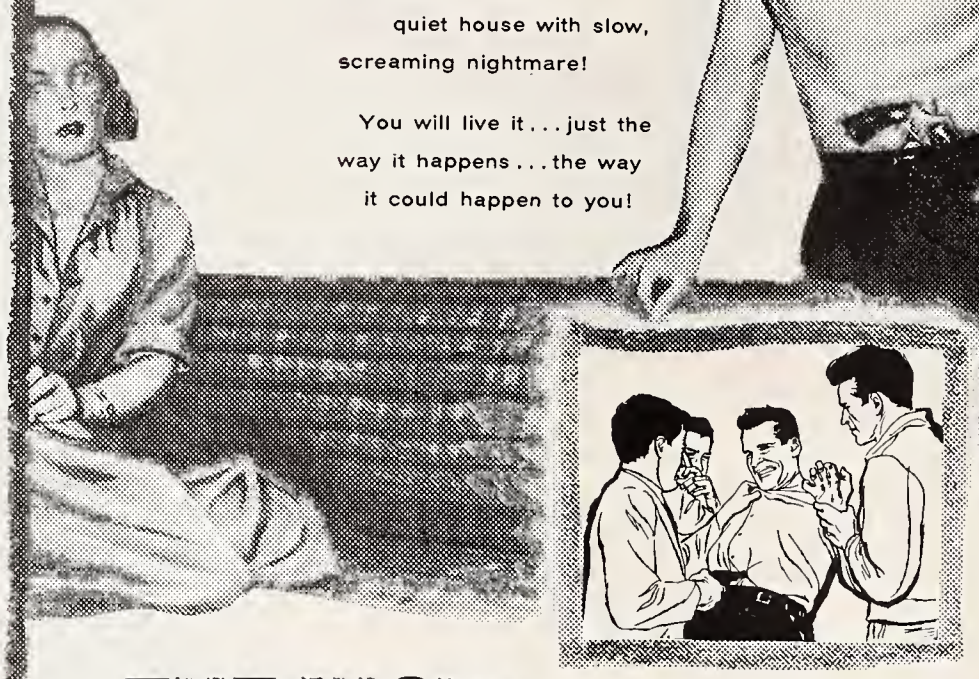
...AN

"THE ONE THEY CALLED 'DAME-CRAZY'..

...he just stood there, staring at my wife..."

Three young, empty-eyed killers, without mercy or morals, move in on your home... filling your quiet house with slow, screaming nightmare!

You will live it... just the way it happens... the way it could happen to you!



THE NIGHT HOLDS TERROR

with JACK KELLY • HILDY PARKS • VINCE EDWARDS • JOHN CASSAVETES • DAVID CROSS

Written, Produced and Directed by ANDREW STONE • A COLUMBIA PICTURE

THE GUEST WITH A LOADED GUN...



Uninvited terror in your living room! YOU will live it, the way it could happen to you!

THE NIGHT HOLDS TERROR



with JACK KELLY • HILDY PARKS VINCE EDWARDS • JOHN CASSAVETES DAVID CROSS

Written, Produced and Directed by ANDREW STONE

A COLUMBIA PICTURE



THESE PUNKS MEAN BUSINESS!

Try to talk... and the words stick in your throat! There are killers loose in your house... vicious and savage! You're a hostage. One wrong move, one scream for help and they'll shoot! What do you do? What can you do?

COLUMBIA PICTURES Presents

THE NIGHT HOLDS TERROR

with JACK KELLY • HILDY PARKS • VINCE EDWARDS • JOHN CASSAVETES • DAVID CROSS

Written, Produced and Directed by ANDREW STONE

Before this picture is over...

YOU WILL WANT TO KILL THIS MAN!



YOU will want to avenge yourself on the killers who have invaded your home!

YOU will live all the suspense, shock and realism of this drama!

COLUMBIA PICTURES presents

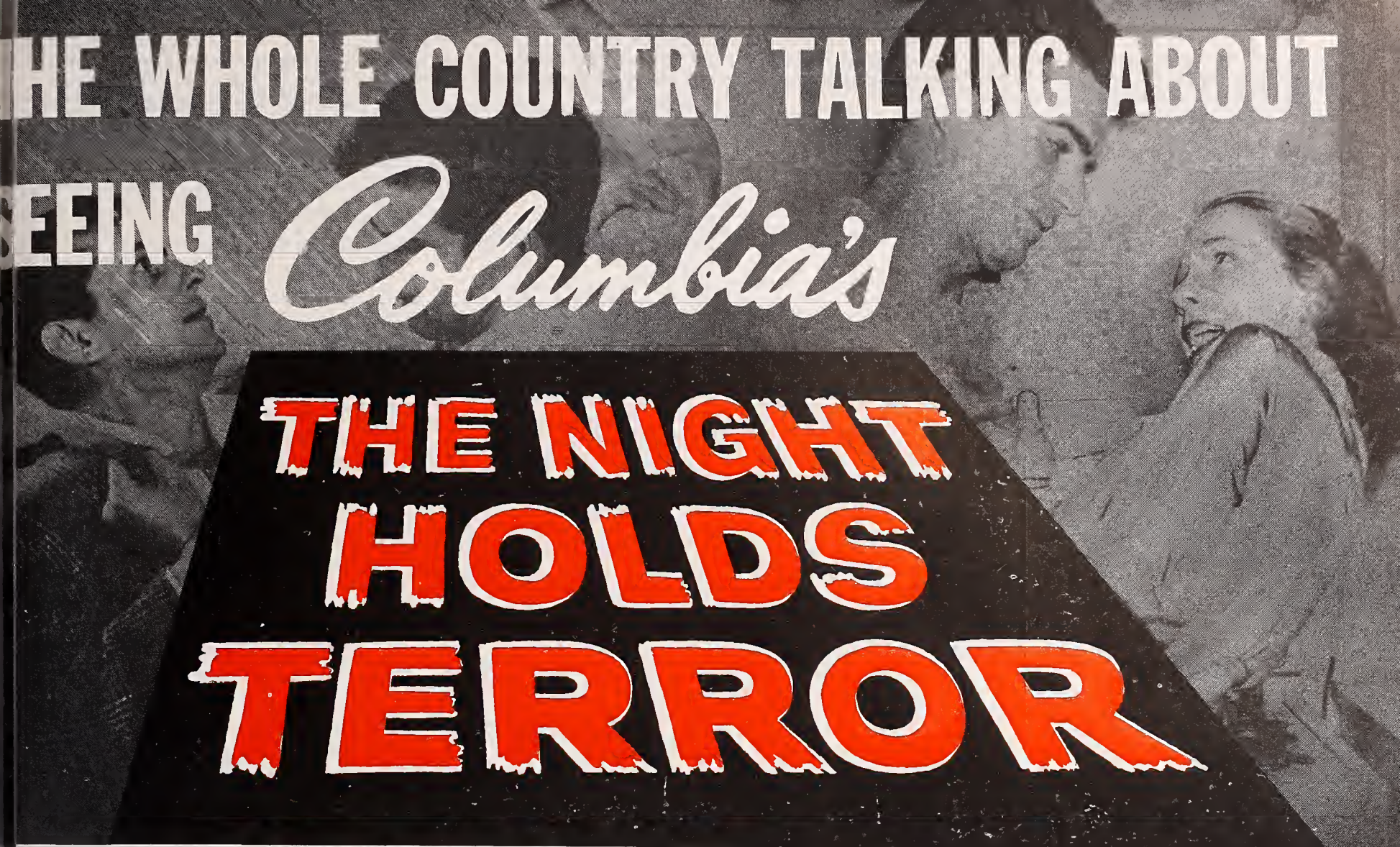
THE NIGHT HOLDS TERROR

with JACK KELLY • HILDY PARKS • VINCE EDWARDS • JOHN CASSAVETES • DAVID CROSS • Written, Produced and Directed by ANDREW STO

HE WHOLE COUNTRY TALKING ABOUT

EEING *Columbia's*

THE NIGHT HOLDS TERROR



THE GUEST WITH A LOADED GUN...

Uninvited terror in your living room!

Terror in the shape of three savage killers. They take over your house, threaten your life, brutalize your wife. "Give us a drink, baby!" "Let's dance, baby!" You can see what's coming... and you've got to stop it—no matter what!

YOU will live it, just as it happens... the way it could happen to you!

THE NIGHT HOLDS TERROR

with **JACK KELLY • HILDY PARKS • VINCE EDWARDS**
JOHN CASSAVETES • DAVID CROSS
Written, Produced and Directed by ANDREW STONE • A COLUMBIA PICTURE

WITH SNUB-NOSED GUNS AND HARD SMILE
THEY MOVED

Three young empty-ey killers... filling your hom with terror. Terror in the eyes of your loved ones Terror in every tick of the clock. Terror in the night that might never end!

THE NIGHT HOLDS TERROR

YOU will live this drama... with its suspense and shock ...knowing that tonight or tomorrow ...it could happen to you!

PLUS- TV SPOTS! RADIO SPOTS! ACTION TRAILER! AND TOP-DRAWER EXPLOITATION!

RKO Films

(Continued from page 1)

is still too early for an official schedule of new operations to be definitely fixed.

The GT executive dispelled reports and rumors that president Thomas F. O'Neil's main reason for acquiring RKO for $25,000,000 in cash was to secure some 700 to 800 features and thousands of short subjects for TV.

"It seems more likely to me that O'Neil has plans to establish a television film network," Martin said.

Sees RKO as 'Selling Point'

It was pointed out that the RKO purchase could be used as a selling point to advertisers and agencies, besides Mutual Broadcasting System stockholder affiliates, to form such a network, as at present, MBS has only five TV stations and six radio stations across the country with no TV affiliate outlets.

Martin brought out some figures concerning the "Million Dollar Movie," a package of 30 foreclosed motion pictures which GT acquired for about $1,350,000 for a five-year period from the Bank of America. He said that the estimated gross billings for these 30 films, which have a selling possibility of 415 TV stations in 200 markets in the country, would be $2,200,000. Martin pointed out that with the high cost of distribution, the profit to GT would be slight. "Thus far, 'Million Dollar Movie' has been seen in 100 markets," he said.

Feels Theatre Status Is Unchanged

The profit from a television motion picture depends on the station level economics, the participating announcements or complete sponsorship of the film, the GT executive stated. On the basis of the returns from the "Million Dollar Movie" and a second batch of 17 films recently acquired for TV showings, many of them still being in theatrical release up to Nov. 1, Martin was of the opinion that RKO Radio Pictures would still function as an outlet for theatrical productions.

"Some top features in the vault of the company would be used on TV," Martin stated, "but I can't see those films being the main reason for the purchase."

HOLLYWOOD .. on the march

BY SAMUEL D. BERNS

Hollywood, July 21

TOWN all agog over the possibilities full scale production activity on RKO lots under the new regime. Wouldn't be surprised if Howard Hughes finds it convenient to make a few "spectaculars" for his Alma Mater. Clouts McCardle wants to know if General Tire and Rubber Co.'s control makes it a non-skid corporation.

☆

There's ten thousand bucks bet on the local newspaper ad campaign for a healthy run of Martin and Lewis' "You're Never Too Young," which should have them rolling in their rumble seats at seven drive-ins and three hard tops for the 10-theatre day and date opening this week.

☆

Cars started porking 2 A.M. for the official 10 A.M. opening of Disneyland after reports of traffic jams on the highway. We were part of the festive premiere mob. Ran into handshakes with Bob O'Donnell, Max Fellerman, Steve Broidy, Lou Edelman, Earl Hudson and hosts of film and TV stars and producers who came to gape at the fantastic 160-acre shrine to the creator of Mickey, Donald and a profitable stock. It's not only fabulous in design, it's a concessionaire's dream.

☆

Hazel Bishop or Revlon should be interested in tie-ing in with Paramount's "The Scarlet Hour."

☆

Mike Curtiz shot an ultra close-up of Carol Ohmart's lips in VistaVision to fill the complete screen.

☆

John Beck and John Farrow, contemplating production of Farrow's best seller, "Damien, the Leper," might like to know that Cavalcade Pictures is readying a release of a completed film entitled "Father Damien."

☆

Intermission at the Egyptian Theatre during "Land of the Pharaohs" engagement gave the audience an added thrill as the house lights played up magnificent decor that conforms with the background in the film. Still trying to figure out why Zanuck's "Egyptian" had its run at the Chinese.

☆

Frank Sinatra and Debbie Reynolds recorded the title song for MGM's "The Tender Trap."

☆

John Farrow has a bid from Titus Productions of Italy to direct "Fair Bride," a $2-million budgeter, if he can juggle his producer-director pact with Mike Todd on the schedule of "Around the World in 80 Days."

☆

"Tambourine" will team Cornel Wilde and Jane Russell for the first time. It's a modern Gypsy story which Howard Welsch and Harry Tatelman will co-produce for Columbia release.

☆

Sydney Salkow stays on with Bill Broidy's company to direct Dane Clark in "The Toughest Man Alive."

☆

Nelson Eddy is about due to return to films. His reception at Wilbur Clark's Desert Inn in Las Vegas had the film colony visitors who came to hear him and the versatile comedian, Paul Gilbert, also in the show, offering resounding approval of his voice and personality.

☆

Warner Bros. have lined up an exciting cast of players for its forthcoming "Casablanca" telefilm series. The films now being shot will be seen over the ABC-TV network this fall.

Ezell Sale

(Continued from page 1)

in Corpus Christi to their partner, Rowley United Theatres.

The Circle Drive-in Theatre and the Surf Drive-in Theatre in Port Arthur, a partnership venture with Jefferson Amusement Co., for the time being will continue to be operated and managed by Claude Ezell and Associates.

The sale to Pack and the other interests does not include theatre holdings of Claude Ezell and Associates outside of Texas or in some cases, in Texas towns.

Financially this is the second largest sale of theatres in Texas in recent years.

Ezell gave, as his reason for selling, a desire for less responsibility and more leisure time.

Pack stated his intention to keep the Ezell organization intact, with plans for future operations and expansion of his interests in Texas.

Award Ballots

(Continued from page 1)

Davis, Noelle Middleton, Kathryn Grant, Suzan Ball, Kathleen Hughes, Terry Moore, Kay Kendall, Joan Rice, Lois Smith, Kim Novak, Mary Murphy, Joanne Jordan, Jean Byron, Betsy Blair, Liliane Montevecchio, Lori Nelson, Mara Corday, Taina Elg, Sandra Deacher, Win Min Than, Mai Zetterling, Karian Booth, Marge Champion, Dorothy Malone, Margaret McCourt and Virginia Leith.

Six of the new personalities—William Campbell, Ray Danton, Brian Keith, Joan Collins, Lori Nelson and Mara Corday—each has been nominated in two pictures.

Coyne again urged exhibitors to mark and mail their ballots promptly, as all second ballot nominations to be counted must be in the hands of Price Waterhouse & Co. not later than Aug. 15.

Schine Trial

(Continued from page 1)

unlikely that one can be named and confirmed before Congress quits for the year.

Even if one were named or if some judge were given a temporary or recess appointment in Buffalo, it's considered very unlikely that he would grant any Justice Department plea to take over the case where it was at the time of Knight's death. Schine is considered almost certain to demand a new trial, and it's believed that any judge would be inclined to grant such a request in these circumstances.

RKO Sets Release For Three Pictures

RKO has set national release dates for three of its forthcoming major pictures, "Bengazi," "Tennessee's Partner," and "The Treasure of Pancho Villa," it was announced by H. H. Greenblatt, domestic sales manager.

"Bengazi," a Panamint Pictures production produced by Gene Tevlin and Sam Wiesenthal, starring Richard Conte, Victor McLaglen, Richard Carlson and Mala Powers, will be released on Aug. 31. It is the first Superscope picture in black and white. It was directed by John Brahm.

"Tennessee's Partner," Benedict Bogeaus' Superscope-Technicolor production directed by Allan Dwan, starring John Payne, Ronald Reagan, Rhonda Fleming and Coleen Gray, is set for release on Sept. 21.

"The Treasure of Pancho Villa," an Edmund Grainger production filmed in Superscope and Technicolor, starring Shelley Winters, Rory Calhoun, Gilbert Roland and Joseph Calleia, will be released on Oct. 5.

Geo. Kemp Wins SW Newark Zone Prize

George Kemp, manager of the Montauk Theatre, Passaic, won the June award of a $100 bond in the Stanley Warner Theatres Newark zone Spring "Movie Festival," it was announced by Charles A. Smakwitz, zone manager.

Second prize, a $50 bond, went to Clem Murphy, manager of the Ritz, Elizabeth, and third prize, a $25 bond, was won by Adolph Finkelstein, manager of the Embassy, Orange.

Among the weekly winners during the June wind-up month of the three months' drive were Morty Bratter, Milburn; George Kemp, Montauk, Passaic; Diane Gordon, Oritani, Hackensack; Milton Weill, Lincoln, Union City; Al Barilla, Union, Union, and Jules Daniels, Stanley, Jersey City.

The Spring festival was a national circuit-wide drive conducted by the Stanley Warner Theatres. The three months' zone winners, to be announced shortly, will compete for the national awards which include an all-expense-paid trip for two to England.

Dick BFPA's Deputy Director-General

From THE DAILY Bureau

LONDON, July 21.—The British Film Producers Association has appointed Admiral Royer M. Dick deputy director-general to the association. He will take up his new duties in the course of a few weeks.

Admiral Dick was director tactical and staff duties at the Admiralty, 1947-9. He was responsible for the organisation of the naval side of Central European Command, 1950-1. He was head of military representations in Paris for the North Atlantic Council, 1952-54, and conducted during these years the military representations and handling of the annual review of N.A.T.O. military forces. He left the Royal Navy in January, 1955, after 44 years service.

RKO Has Three Before Cameras

HOLLYWOOD, July 21.—RKO currently has three pictures before the cameras—two at the studio in Hollywood and one in London. Another major production for RKO distribution, Edmund Grainger's "Great Day in the Morning," has completed preparations and will begin filming in Silverton, Colorado on August 11th.

The two films shooting at RKO studio in Hollywood are "Slightly Scarlet," a Benedict Bogeaus' production, and "Glory." "The Way Out," is being directed by Montgomery Tully for Tony Owen's Todon Productions in England.

PEOPLE

Martin Starr, Mutual network Hollywood commentator, will devote his Tuesday program of "Here's Hollywood" to a salute to **Adolph Zukor,** chairman of the board of Paramount Pictures. The show will be heard in New York via WOR at 3 P.M., E.D.S.T.

¤

Cary Grant, who is starred with **Grace Kelly** in **Alfred Hitchock's** new suspense thriller, "To Catch A Thief," will attend the benefit world premiere of the Paramount film at the Trans-Lux Theatre, Philadelphia, on Aug. 2. All proceeds from this premiere showing will be turned over to the Woman's Medical College of Pennsylvania. Miss Kelly also will attend the opening in her dual status as star and as a member of the National Board of the College.

¤

Charles Casanave has been elected president of the Fred Astaire Dance Studios Corp., succeeding **Fred Astaire** who becomes chairman of the board.

¤

Samuel Goldstein, president of Western Massachusetts Theatres, Inc., has been in Panama City, Panama, where it is reported he is interested in a new enterprise not connected with the film industry. It is understood that he plans a business venture there in the sale of electric typewriters.

¤

Allen M. Adams has been named president of the TDC division of Bell & Howell. Adams, who joined B & H in 1950, will succeed **Henry A. Bohn,** who is retiring.

¤

John O. Guthrie, owner of the Karolyn Theatre, New London, O., has resumed management of the house since his son-in-law, **Charles Meyer,** resigned to go into another field.

¤

Ruth Ericson has been named editor of "Movie Time" and "Movie Play" fan magazines published by Stearns Publications. **Calire Primus** has been appointed editor of "Movie Spotlight" for the same publisher.

'Phenix City' Take Is $7,000 for Chicago

Allied Artists' "The Phenix City Story" has every indication of being the biggest grosser in company history on the basis of first-day business in four theatres, the company said here after studying theatre reports.

In its opening day at the Woods Theatre in Chicago, the film took in $7,000 while all performances at the Georgia Theatre in Columbus, Ga., the Phenix City Drive-in and the Palace Theatre, Phenix City, Ala., were "capacity" on reserved seat policy on opening day, the film company said.

Westrex's Warn in London

Sees Special As Well As Standard Film Techniques

By WILLIAM PAY

LONDON, July 21.—If and when new photographic and projection standards are agreed upon, there is every likelihood that special or deluxe forms of exhibition will continue to have an important place in the industry, R. E. Warn, vice-president of Westrex in charge of foreign operations, told newsmen on his arrival here on the last leg of a round-the-world trip.

Discussing developments of new techniques in Hollywood, Warn said experiments are being carried out by M-G-M's Douglas Shearer and 20th Century-Fox's Earl Sponable to adapt the double-frame negative to their respective systems. The aim of these and other experiments is always better clarity and definition with less grain in order to give the customers better pictures on the big screen, he pointed out.

It is Warn's personal impression that the current developments indicate a trend towards a dual form of exhibition; a standard and a de luxe. After all, he declared, what we are interested in is getting people into the theatres and if these improvements in presentation help, then we are achieving our object. 3-D, for example, he pointed out, was bad in many ways but it did give the theatre box-office a spurt.

He estimated that it would be two or three years before the industry would be able to achieve some form of standardization. But it is important, he added, that we do not standardize until we have the right standard.

Warn also reported steady increases in motion picture equipment sales in the majority of world markets, particularly in India. He had left Hollywood in May and had checked on Westrex's interests in Japan, the Philippines, Hong Kong, Bangkok, Singapore, Indonesia, Ceylon, India, Pakistan, Egypt, Syria, Turkey, Greece and Italy. In Bangkok he attended the first conference of Westrex managers held in the Far East.

He left here for Paris and will return to New York from there over the weekend.

Ethiopia Subject of ATV Documentary

Tentative plans for the production of an historical documentary motion picture on Ethiopia for worldwide theatrical release have been completed by ATV Film Productions, Inc., in collaboration with the Ethiopian Development Corp., an American organization with large holdings in the African country.

While the story will present the colorful history of Ethiopia from the start of the present dynasty by King Solomon and the Queen of Sheba, high points will be features of the life story of Emperor Haile Selassie I, 225th lineal descent of King Solomon and the Queen of Sheba.

Under terms of the deal worked out by Mickey Schwartz and Jack L. Lemmon, president and vice-president, respectively, of ATV, and Hermann Fuernberg, executive vice-president of the Ethiopian Development Corp., the picture will be privately financed, but will have the approval and active assistance of the Ethopian government.

'Kentuckian' Bows In Chicago Today

Hecht-Lancaster's "The Kentuckian," United Artists release starring Burt Lancaster, will have its "gala" world premiere at the Chicago Theatre in Chicago today, as a frontier cavalcade of covered wagons, horsemen and more than 500 youngsters attired in the buckskin haberdashery of pioneer days rolls through the Loop.

The parade, which will be led by 11-year-old Donald MacDonald, featured in "The Kentuckian," will climax a two-week campaign to stir up city-wide interest for the Hecht-Lancaster adventure with co-op promotions, a radio-TV music barrage and a heavy slate of personal appearances.

UA Gets Rights To 'Killer's Kiss'

United Artists has acquired distribution rights to "Killer's Kiss," produced by Stanley Kubrick and Morris Bousel.

Directed and photographed by Kubrick from his original screenplay, "Killer's Kiss" was filmed on location in New York, with Frank Silvera, Jamie Smith and Irene Kane heading the cast. Music was composed and directed by Gerlad Fried.

Kubrick, formerly a photographer for "Look" magazine, previously produced, directed and photographed "Fear and Desire," which was released by the Joseph Burstyn organization. Prior to his entry into the feature film field, he produced two shorts for RKO release.

'School for Tramps' Sets Mexican Mark

MEXICO CITY, July, 21.—The Mexican picture, "School for Tramps," starring Pedro Infante and the late Miroslava (Miroslava Stern), produced by Fernando de Fuentes and Lyana Films, S.A., scored the all-time high gross for Mexico City of $165,000 in 11 weeks — nine at the Cine Mexico and two each at the select moveovers Cines Regis and Lido, playing at the ceilinged 32 cents.

Runner-up was another Mexican picture, "Gentlemen to Measure," starring Mario Moreno ace moneymaking film comedian, which in 11 weeks, seven at the Cine Roble and four at the moveover Cine Orfeon, garnered $112,588, also playing at 32 cents.

Both these pictures played since the peso was devaluated to eight cents on April 17, 1954.

Their challenger, Paramount's "The Greatest Show on Earth," grossed $150,000 (1,308,467 pesos) during the late fall of 1953 and winter of 1954, when the Mexican peso was worth 11.6 cents.

2,000,000 Attend

NT Summer Kiddie Shows Drawing Well

From THE DAILY Bureau

LOS ANGELES, July 21.—More than 2,000,000 youngsters are being entertained this summer at special children's shows in nthe 345 motion picture houses operated by National Theatres, Inc., according to figures disclosed today by Elmer G. Rhoden, president.

The "small fry" audiences are being treated to 2,650 showings, one each week, usually during morning hours on midweek dates throughout the summer months, Rhoden said. In addition, many theatres feature kiddie shows on Saturdays.

Most of the special shows are presented under the sponsorship of local Parent-Teacher Associations, some by civic clubs, some by welfare departments and others by dairies, bakeries or soft drink distributors.

Monitors Appointed

Rhoden stressed that the programs, all suitable for juvenile patrons, are selected by local sponsoring groups, who also appoint monitors to serve at all performances.

The National Theatres head also pointed out that junior admission prices and special children's shows have been a long-established policy of the circuit, dating back as many as 15 years in some of the divisions.

A breakdown of anticipated summer attendance in the various divisions operated by National Theatres shows approximately 2,236,890 youngsters who will be entertained at 2,650 special performances.

Leading the divisions is Fox Midwest with an estimated attendance of 816,000. Other divisions following are Southern California with 436,090; Northern California with 386,000; Intermountain with 288,000; Evergreen with 203,000, and Milwaukee with 107,800.

Sees Missionary Value

Because of the expanding populations due to the tremendous increase in the nation's birth rate, Rhoden said his circuit was intensely desirous of generating interest in motion pictures on the part of children since "we fully realize that these youngsters represent the junior and adult audience of tomorrow."

Along this line of thinking, Rhoden has on several occasions urged Hollywood producers to turn out more family-type pictures.

He praised the excellent methods employed by his circuit executives in doing everything possible to set up so many children's shows during the summer vacation period this year.

Reopen San Juan House

SAN JUAN, July 21. — The remodeled Paramount Theatre, in the heart of San Juan metropolitan area, has opened here with CinemaScope and other modern equipment. It seats about 1,000. Jack O'Dell is manager of General Film Exchange, which leased the Paramount and operates 17 other houses of the Cobian's circuit in San Juan and other cities of the island.

MOTION PICTURE DAILY'S BOOKING CHART

ALLIED ARTISTS

(July Releases)

WICHITA
(Color)
Joel McCrea
Vera Miles
0-81 min.
(Rel. 7/3/55)
(Rev. 6/27)
CS

SPY CHASERS
Leo Gorcey
Huntz Hall
D-61 min.
(rel. 7/24/55)

BETRAYED WDMEN
Carole Mathews
Beverly Michaels
Peggy Knudsen
Tom Drake
D-64
(Rel. 7/17/55)

(Aug. Releases)

THE WARRIDRS
(Color)
Errol Flynn
Joanne Dru
Peter Finch
Yvonne Furneaux
85 min.
(Rel. 8/7/55)
CS

THE PHENIX CITY STDRY
Richard Kiley
John McIntyre
Kathryn Grant
Lenka Peterson
85 min.
(Rev. 7/18)
(Rel. 8/21/55

COLUMBIA

(July Releases)

IT CAME FROM BENEATH THE SEA
Kenneth Tobey
Faith Domergue
Donald Curtis
80 min.
(Rev. 6/24)

CHICAGD SYNDICATE
Dennis D'Keefe
Abbe Lane
Paul Stewart
Xavier Cugat
86 min.
(Rev. 6/17/55)

CREATURE WITH THE ATDM BRAIN
Richard Denning
Angela Stevens
70 min.
(6/24)

(Aug. Releases)

THE MAN FROM LARAMIE
(Color)
James Stewart
Cathy D'Donnell
Arthur Kennedy
Donald Crisp
Alex Nicol
Aline McMahon
Wallace Ford
O—102 min.
(Rev. 7/1/55)
CS

BRING YDUR SMILE ALDNG
(Color)
Frankie Lane
Keefe Brasselle
M—83 min.
(Rev. 7/1/55)

M-G-M

(July Releases)

INTERRUPTED MELDDY
(Color)
Glenn Ford
Eleanor Parker
D-106
(Rev. 3/28/55)
CS

THE CDBWEB
(Color)
Lauren Bacall
Charles Boyer
(Rev. 6/7/55)
CS

(Aug. Releases)

THE KING'S THIEF
(Color)
Edmond Purdom
Anne Blyth
David Niven
78 min.
(Rel. 8/5/55)
CS

THE SCARLET COAT
(Color)
Cornel Wilde
Michael Wilding
George Sanders
Anne Francis
(Rev. 6/21)
(Rel. 8/19/55)
CS

PARA.

(July Releases)

THE SEVEN LITTLE FDYS
(Color)
Bob Hope
Milly Vitale
C-93
(Rev. 5/26/55)
VV

STRATEGIC AIR CDMMAND
(Color)
James Stewart
June Allyson
Frank Lovejoy
D-110
(Rev. 3/31/55)
VV

(Aug. Releases)

WE'RE ND ANGELS
(Color)
Humphrey Bogart
Aldo Ray
Peter Ustinov
Joan Bennett
103 min.
(Rev. 6/13)
VV & PS

YDU'RE NEVER TOD YDUNG
(Color)
Dean Martin
Jerry Lewis
Diana Lynn
C-104
(Rev. 6/15)
VV & PS

REPUBLIC

(July Releases)

DEADLINE ALLEY
Rod Cameron
Julie Bishop
D

MAGIC FIRE
(Color)
Yvonne De Carlo
Carlos Thompson
D

JAGUAR
Sabu
Chiquita
D

MYSTERY OF THE BLACK JUNGLE
Lex Barker
O

(Aug. Releases)

THE LAST CDMMAND
(Color)
Sterling Hayden
Anna Maria Alberghetti
Richard Carlson
(Rel. 8/3)

TWINKLE IN GDD'S EYE
Mickey Rooney
Coleen Gray
Hugh D'Brien
(Rel. 8/10)

THE DIVIDED HEART
Cornel Borschers
Yvonne Mitchell
Arman Dahlen
(Rel. 8/11)

FLAME OF THE ISLAND
(Color)
Yvonne DeCarlo
Zachary Scott
Howard Duff
(Rel. 8/19)

SECRET VENTURE
Kent Taylor
Jane Hylton
(Rel. 8/26)

RKO

(July Releases)

PEARL DF THE SDUTH PACIFIC
(Color)
Virginia Mayo
Dennis Morgan
(Rev. 7/5)
D-85 min.
SS

(Aug. Releases)

BENGAZI
Richard Conti
Victor McLaglen
Mala Powers
Richard Carlson
SS

20TH-FOX

(July Releases)

HOUSE DF BAMBDD
(Color)
Robert Stack
Robert Ryan
(Rev. 7/1)
D-103
CS

HDW TD BE VERY VERY PDPULAR
(Color)
Betty Grable
Sheree North
C
CS

LIFE IN THE BALANCE
Ricardo Montalban
Anne Bancroft
D-74 min.

THE LIVING SWAMP
Documentary

(Aug. Releases)

THE VIRGIN QUEEN
(Color)
Bette Davis
Richard Todd
Joan Collins
CS

LDVE IS A MANY SPLENDDRED THING
(Color)
William Holden
Jennifer Jones
CS

THE LEFT HAND DF GDD
(Color)
Humphrey Bogart
Gene Tierney
Lee J. Cobb
CS

UNITED ARTISTS

(July Releases)

NDT AS A STRANGER
Robert Mitchum
Olivia de Havilland
Frank Sinatra
Gloria Grahame
Broderick Crawford
Charles Bickford
D-135 min.
(Rev. 6/15)

THE MAN WHD LDVED REDHEADS
(Color)
Moira Shearer
John Justin
Roland Culver
89 min.

SHADDW DF THE EAGLE
Richard Greene
Valentina Cortesa
93 min.

UNIV.-INT'L

(July Releases)

FOXFIRE
(Color)
Jane Russell
Jeff Chandler
Dan Duryea
92 min.
(Rev. 6/14)

AIN'T MISBEHAVIN'
(Color)
Rory Calhoun
Piper Laurie
Jack Carson
81 min.
(Rev. 5/25/55)

THE PURPLE MASK
(Color)
Tony Curtis
Coleen Miller
Jean Barry
82 min.
(Rev. 5/31/55)

(Aug. Releases)

DNE DESIRE
(Color)
Anne Baxter
Rock Hudson
Julie Adams
94 min.
(Rev. 7/5)

PRIVATE WAR DF MAJDR BENSON
(Color)
Charleton Heston
Julie Adams
C-105
(Rev. 5/27)

FRANCIS IN THE NAVY
Donald O'Connor
Martha Hyer
C-80
(Rev. 6/27)

WARNERS

MISTER RDBERTS
(Color)
Henry Fonda
James Cagney
C-123
(Rev. 5/24/55)
(Rel. 7/2/55)
CS

LAND DF THE PHARADHS
(Color)
Jack Hawkins
Joan Collins
D-112
(Rel. 7/2/55)
(Rev. 6/21)
CS

THE DAM BUSTERS
(Brit.)
Richard Todd
Michael Redgrave
D-101
(Rel. 7/16/55)
(Rev. 6/24)

(Aug. Releases)

PETE KELLY'S BLUES
(Color)
Jack Webb
Peggy Lee
Janet Leigh
Edmond O'Brien
Ella FitzGerald
CS

OTHERS

LIPPERT

(July Releases)

THE LONESDME TRAIL
Wayne Morris
John Agar
Marcia Dean
Edgar Buchanan
73 min.

(Aug. Releases)

SIMBA
(Color)
Dirk Bogarde

BUENA VISTA

(July Releases)

LADY AND THE TRAMP
(Color)
C-75 min.
(Rev. 4/20/55)

(Aug. Releases)

THE AFRICAN LIDN
(Color)
Documentary

D. C. A.

(Aug. Releases)

I AM A CAMERA
Julie Harris
Shelley Winters
Laurence Harvey
98 min.

Keys: SYSTEM: CS—CinemaScope; VV—VistaVision; SA—SuperScope (anamorphic print); 3D—two prints; 3D(1)—single strip.

SOUND: Ss—Four track magnetic stereophonic sound; Ss(2)—Separate stereophonic sound print; Ps—Perspecta optical directional sound; Ms—single track magnetic sound; Os—standard optical sound.

Letters denote the following: (D) Drama; (M) Musical; (C) Comedy; (O) Outdoor action; Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.

Allied to Ask

(Continued from page 1)

of a two-day board meeting here, Allied declared it wished to make clear that action on Federal regulation had been postponed in order to allow the Emergency Defense Committee time in which "to explore the possibilities of a peaceful settlement" and in order that Allied "might perfect its case for presentation to Congress."

Allied is now "prepared and determined to go forward" with the drive for Federal regulation, the board said, and "will do so as rapidly as circumstances permit."

"The train," said Myers, "is back on the track."

'Only Oral Promises'

In commenting on the EDC report, the board declared that the results of the EDC-distributor negotiations "fell far short of the hopes and expectations of the board," and consisted "only of oral promises made by certain film executives in general terms and relating only to the very smallest exhibitors." In the case of some companies, the board said, the promises were "confined to distress situations."

The board pointed out, however, that the need of all exhibitors for relief—and especially the very small ones—is so great "that any step taken in that direction, however meager, should be welcomed."

The board declared that it "accepts at face value the assurance given by the various film executives that the promises made will soon be publicly proclaimed and put into effect."

It could not make public the EDC report, the board said until the film companies have had "a reasonable time in which to announce and put into effect the promised change in their selling policies."

Restates EDC Resolution

It went on to say that the commitments obtained from the film companies did not approximate what the EDC resolution of last year regarded as "the concept of a fair and equitable division of the box-office dollar." The board restated and reaffirmed the EDC resolution, which called for dissemination of accurate information on market conditions to EDC members encouragement of independent production, keeping the door open for proposals from film companies and asking for Federal regulation of prices.

'War-Peace' Filming Set Entirely for Italy

All the filming on "War and Peace," Ponti-DeLaurentiis production in VistaVision starring Audrey Hepburn, Henry Fonda and Mel Ferrer for Paramount release, will be done in Italy. Shooting will take place in three different studios in Rome, and in various location sites from Naples north to the Swiss border.

Ponti-DeLaurentiis Studios, Cine-Citta and Experimental Motion Picture Center will be used for interior settings. Locations will include the King's Palace outside Naples, three different villas near Venice, the rolling hills between Rome and Florence where some of the battle sequences will be photographed, and the Italian Alps. Production which recently started in Rome will continue until the end of the year. King Vidor directs.

'Play 50 Per Cent Pictures and Go Broke,' Allied Board Resolution Tells Exhibitors

From THE DAILY Bureau

WASHINGTON, July 21.—Fifty per cent rentals were vigorously condemned today in a resolution issued by the board of directors of Allied States in session here.

The board is convinced, it declared, that "rarely, and under only the most exceptional circumstances, can any theatre realize its operating cost and overhead, plus a commensurate profit, by playing 50 per cent pictures."

In its resolution the board scored "the growing practice of the film companies in demanding as film rental for virtually all box-office attractions 50 per cent regardless of the gross receipts of the theatres." It mentioned as current examples of such attractions, "Mister Roberts" and "Not As a Stranger," "concerning which inflexible demands are reported in all sections of the country."

Allied general counsel Abram F. Myers said that the board was not asking Allied exhibitors to "boycott" 50 per cent pictures. "EDC is only trying to persuade exhibitors," Myers explained, "that as long as they pay 50 per cent for pictures they are going to go broke."

The board said it offered the information to members for their individual guidance. It directed the Emergency Defense Committee to study "the growing evil" of 50 per cent pictures.

Ochs Acquires

(Continued from page 1)

construction and ready to open shortly in Cleveland.

The Florida theatres just acquired are the Dania Drive-In, Dania; the Auto Park Drive-In and the 40th St. Drive-In, Tampa. Ochs will take possession on Aug. 1. James S. Ochs, his son, is moving his family to Dania to supervise and book for the Florida theatres.

Report Boasberg

(Continued from page 1)

cording to reports, will be Arthur Sachson, former sales manager for Samuel Goldwyn Productions and, prior to that post, a sales executive at Warner Brothers.

Boasberg yesterday would neither confirm nor deny the reports and efforts to contact Paramount officials were unsuccessful.

Buena Vista Starts Sales Incentive Plan

A sales incentive plan, through which the entire personnel of Buena Vista Film Distribution Co. will share prizes amounting to as much as $50,000 a year, has been inaugurated by the Walt Disney releasing subsidiary, it was announced by Leo F. Samuels, general sales manager.

The sales incentive plan will be open to all employees, from district managers to secretaries, in all of the eight divisions of Buena Vista. Each employee will share in the prize-money in accordance with the position he or she holds.

Prize-Flow Constant

The awards will be based on the played-and-paid business achieved, as against the total possibilities in each division. The plan has been so arranged as to provide a constant flow of prize-money to the Buena Vista personnel.

In addition to the sales incentive plan, a special fund has also been set up to provide a substantial prize each month which will be in the nature of a "most valuable player" award. It will be presented to the individual, of whatever position, who has contributed the outstanding performance of the month.

Local 702

(Continued from page 1)

tures Corp., and chairman of the management negotiating committee.

The new two-year pact provides that the laboratories establish a pension fund at the rate of $4 per week or 10 cents per hour, a 12½ cent hourly wage increase, three weeks vacation for employees with 12 or more years of service, and the adjustment of other working conditions and rates.

Among the laboratories involved in the negotiations for this new pact were Consolidated, De Luxe, Pathe, Warner Brothers, Paramount, Movie Lab, Precision, Duart, Mecca, Mercury and Guffanti.

Portland Ready

(Continued from page 1)

and $10 ticket purchasers and a celebrity and press party flying from New York and Boston this morning in chartered planes of the Northeast Airlines.

The personalities, numbering Tom Ewell, Shirley Yamaguchi, Conrad Nagel, Faye Emerson, Jay Robinson and Jinx Falkenburg McCrary, and representatives of the national and film trade press and TV and radio, at the joint invitation of Miss Davis and 20th Century-Fox, will participate in a day-long series of events to be climaxed by the film bow.

Toll-TV Unit Saving Funds for Fall Bout

The Committee Against Pay-As-You-See TV will "husband its funds" until early Fall when the Federal Communications Commission meets to discuss subscription television, according to the committee's public relations counsel Robert Taplinger & Associates, which has just been re-signed by the anti-toll-TV organization.

Taplinger said here yesterday that the committee is gearing itself for a "big Fall push" against toll-TV, but meanwhile is sending out prepared anti-toll-TV statements and material to keep the public interested in the subject.

The public relations counsellor said that account executives Don Walsh and George Fleming, who had been handling the Committee Against Pay-As-You-See TV account, are no longer with the agency.

Allied Queries

(Continued from page 1)

clared in a statement issued at the close of a two-day meeting here.

Allied is determined to find out, the board declared, "whether the quota restrictions of foreign countries which grant subsidies to their own producers are having the extra-territorial effect to regulate production in this country, and, if so, what our government proposes to do about it."

The board declared that legislators and other officials would doubtless "be interested in and their thinking influenced by the apparent effect of the European quota laws in starving the American film market."

In addition, the board said, some of its information on government film regulation in European countries might not only influence members of Congress, but might also "reassure the few exhibitors who have been made uneasy by the propaganda emanating from film companies concerning the dire consequences to the exhibitor if such regulation comes to pass."

"What the film companies have withheld from the American exhibitors," the board stated, "is the fact that in virtually all European countries there is some form of government-imposed ceiling on film rentals and in some there is what amounts to compulsory arbitration of film rentals." Under these regulations, the board continued, "and apparently because of them, the foreign exhibitors are prosperous and happy."

'Popular' Grosses Big In First Engagement

In its first two domestic engagements, 20th Century-Fox's "How To Be Very, Very Popular," in CinemaScope, is setting a fast boxoffice pace to outgross "Daddy Long Legs" and "A Man Called Peter," according to theatre reports.

At the Hollywood Theatre in Atlantic City, the film grossed $4,100 in its first 3-days, topping "A Man Called Peter" by more than $1,000 and "Daddy Long Legs" by almost $600.

A three-day mark of $9,937 was registered by the picture at the Fox, Atlanta, a figure $300 ahead of "Daddy Long Legs."

Liberace in Europe On Tour for Film

Joining personally in the launching of the overseas publicity, promotion and exploitation campaign on his WarnerColor starring picture, "Sincerely Yours," Liberace flew to Paris last night for a tour of Europe in the interests of his new film.

He will return to Hollywood on Aug. 7 and will leave the following day for Salt Lake City, where he will give a concert on Aug. 9. After another concert engagement in Charlotte on Aug. 13, he will resume filming his television shows in Hollywood.

Arnall in Hollywood

HOLLYWOOD, July 21.—Gov Ellis G. Arnall, president of Society of Independent Motion Picture Producers, has arrived here from Atlanta to attend the annual luncheon meeting of members and the board of directors of SIMPP next Wednesday.

Universal-International presents

JOAN CRAWFORD
JEFF CHANDLER

Female on the Beach

CO-STARRING

JAN STERLING



with

CECIL KELLAWAY • CHARLES DRAKE • JUDITH EVELYN Directed by JOSEPH PEVNEY • Screenplay by ROBERT HILL and RICHARD ALAN SIMMONS • Produced by ALBERT ZUGSMITH

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 16 NEW YORK, U.S.A., MONDAY, JULY 25, 1955 TEN CENTS

TOA Irked Over Allied's Move For Gov't Control; Rift Is Seen

Despite Allied Dissolution of Subcommittee Of EDC, TOA Group Will Continue Session With Sales Managers; Martin Sees Progress

By LESTER DINOFF

An apparent rift has developed in the relationship between Allied States Association and Theatre Owners of America. Policy differences, it appears, have driven a wedge in the previously considered "solid front" that had been displayed by both exhibitor organizations in their joint efforts to inform the distribution companies of the exhibitors' pertinent problems.

The rift stems from the dismissal by Allied of its sub-committee which had been working with a TOA group in personal contact with the distribution sales chiefs and from Allied's announced intention to go to the government in a "last ditch" effort to seek relief from prevailing film terms.

In a prepared weekend statement, E. D. Martin, president of TOA, expressed "surprise and disappointment" over the policies which were drawn up at the Allied States Association board meeting in Washington last week. The statement was issued following a meeting here among Alfred Starr, chairman of the TOA executive commit-

(*Continued on page 6*)

At Reduced Level

COMPO Dues Collections Drive in Aug.

As Before, Sales Force Will Solicit the Funds

A dues collection drive will be conducted by the Council of Motion Picture Organizations during the month of August, it was announced at the weekend by Robert W. Coyne, COMPO special counsel The campaign, which was necessitated in order to meet the heavy cost of the Audience Awards project, a possible renewal of the Federal tax removal drive and COMPO's public relations activities, will be the first appeal for



Robert W. Coyne

(*Continued on page 6*)

GT-RKO Radio Deal Completed Today

The sale of RKO Radio Pictures, Inc., to General Tire & Rubber Co. will be completed today in Jersey City when Thomas F. O'Neil, president of General Teleradio, Inc., will present a check for $25,000,000 to attorney Thomas Slack, who is scheduled to represent Howard Hughes at the transaction.

N. Y. Film Theatres Tax Yield, First Year, Totals $4,708,499

Revenue collected under the New York City five per cent amusement tax by motion picture theatres in the five boroughs totalled $4,708,499 during the first year of the impost, a representative of the New York City Tax Collector's office disclosed at the weekend.

The taxation from all sources of amusement revenue from July 1, 1954, to June 30, 1955, totalled $9,301,678, he said.

SAG Calls for TV Walkout

From THE DAILY Bureau

HOLLYWOOD, July 24. — The Screen Actors Guild membership, in an emergency mass meeting at the Hollywood Legion Stadium tonight voted to authorize a nationwide strike against television film producers, following a breakdown in contract negotiations.

The SAG immediately disclosed that ballots, returnable by July 31, are on their way to the guild's 10,000 members, together with a letter from the board of directors unanimously recommending a "yes" vote. A guild

(*Continued on page 2*)

McCarthy, Davis Form Import Firm

The formation of a new film importation and distribution company, United Motion Picture Organization, which will specialize in the presentation of European film product to the American and Canadian market, was announced by Richard Davis, president, and John Gilman McCarthy, chairman of the board of the new company. McCarthy formerly was vice-president and managing director of international affairs for the MPAA.



John McCarthy

Davis and McCarthy said negotia-

(*Continued on page 6*)

EDITORIAL

The Allied States Action

By Sherwin Kane

LESS surprising than annoying, seems to sum up the reaction of many in the industry to the Allied States' board of directors action last week in reaffirming the organization's determination to invite the Federal government to step in and lay down some rules for the buyers and sellers of film.

To many, it has been more or less apparent from the published statements of Allied leadership that the organization was intent upon taking that step and had delayed it for the recent meetings with individual company executives not so much in the hope of attaining its objectives thereat as in the interests of avoiding criticism for not exploring

(*Continued on page 2*)

Kramer, UA Extend Pact; Add 2 Pictures

Producer-director Stanley Kramer and Robert S. Benjamin, chairman of the board of United Artists, have jointly announced the signing of a new agreement under which Kramer will produce two pictures for United Artists release. Samuel S. Zagon, attorney for Kramer, and George J. Schaefer, the producer's representative, participated in the negotiation.



Stanley Kramer

The two new projects will go before the cameras following completion of "The Pride and the Passion," VistaVision Technicolor film starring

(*Continued on page 6*)

PERSONAL MENTION

HAL WALLIS arrived in New York at the weekend from Hollywood.

•

ALFRED STARR, president of Bijou Amusement Co., Nashville, returned there over the weekend from New York.

•

WILLIAM GOLDMAN, head of Gregory-Goldman Enterprises, Philadelphia, will leave there today for Des Moines.

•

FRED R. GREENWAY, of Loew's Poli Palace, Hartford, has left there with MRS. GREENWAY for Baltimore and Washington.

•

NAT LEVY, RKO Radio Eastern-Southern division sales manager, will leave New York today for Atlanta.

•

GEORGE CUKOR, director, is scheduled to arrive here on Aug. 5 from Europe.

•

JANET LEIGH will arrive in New York today from the Coast, en route to Kenya, Africa.

•

NORM LEVINSON, of the M-G-M exchange in Minneapolis, has left there for a vacation in Hartford.

•

BOB HOPE left New York for London yesterday via B.O.A.C. Monarch.

Services Today for RKO's McShea

William J. McShea, manager of branch operations for RKO Radio Pictures, died suddenly of a heart attack while on vacation at Scranton, Pa. He was 57 years old.

McShea, whose home was at Lynbrook, L. I., was an industry veteran and came into the old Pathe company with the Joseph P. Kennedy regime in 1927 as a treasurer's representative. At RKO he became assistant manager of operations and then manager, in January, 1953. He was born in Lowell, Mass., and was a graduate of Holy Cross.

Surviving are his wife, Anita; two daughters, Sister Anselm, and Lois, and two sons, John R. and Jerome. Mass will be held for the deceased from St. Raymond's Church, Lynbrook, today. Interment will be at the Holy Rood Cemetery, Westbury.

Toronto Welcomes Todd

TORONTO, July 24.—Toronto's leading newspaper, radio and TV stations went all out in according Richard Todd, star of Warner Bros.' "The Dam Busters," widest coverage as a result of his visit here for personal appearances in connection with Canadian showings of the picture at the University and Eglinton Theatres. A tour of the city was climaxed by Todd's stage appearances before SRO crowds at both theatres.

Allied States Action

(Continued from page 1)

more fully the possibilities of roundtable conferences before going to the government.

The annoying part of the Allied board's action now stems from the seeming haste with which it rejected the promise of some relief made by some companies and, in other instances, did not even wait for that relief to be spelled out.

The board's statement did make clear that it is "leaving the door open" to any conciliatory action which may be taken by distributors hereafter. At the same time, Allied explained that it had not decided upon a procedure for soliciting government intervention in the conduct of motion picture business but that such action will not be taken before Congress reconvenes next January. Meanwhile, anything can happen.

In this light, the net result of the Allied board's action appears to be a reaffirmation of its 1954 program—with a six months extension of the deadline.

The course indicated by Theatre Owners of America in the statement from it published elsewhere in this issue appears to be the sounder of the two being pursued by the national exhibitor organizations. Allied's course reasonably could be expected to deter concessions by distributors. TOA's, while conceding nothing in the way of earnestness of purpose, adds to the prestige of the organization in the eyes of many and offsets some of the unfavorable reaction to Allied's stand.

IN announcing the Allied board action, point was made by the organization that there are provisions for compulsory arbitration of film rentals in some markets abroad and that American distribution companies in those markets appear to be satisfied with the system, although opposed to arbitration of film rentals at home.

It appears likely that if Allied was to look more carefully into the matter it would find that those arbitration provisions abroad, at least in the more important markets in which they occur, are not instances of individual arbitration of film rentals. They are in most instances carried on between a single exhibitor organization and a distributors' organization and provide for government intervention in the event of the inability of the two to agree.

Apart from the fact that American distributors did not originate the system but had to take it and like it, it is to be doubted whether Allied members would very much cherish the importation of the plan to these shores. It calls for an exhibitor unity which appears particularly difficult to attain over here.

Another question posed by Allied after last week's meeting was what, if any, effect the existing film quotas in foreign markets have had on curtailment of production in Hollywood.

The best answer to that is: Far less than the abolition of block booking achieved by Allied.

Rosenfeld, Auditor For RKO, Dies

Joseph Rosenfeld, traveling auditor for RKO Radio Pictures in Latin-America, died suddenly of a heart attack in Trinidad as he was preparing to come to New York. He was 48.

Rosenfeld, who was born in Austria, had been with RKO since 1943, first as an accountant in the Chilean office. He became a traveling auditor in May, 1947. Surviving is a brother, Isidro, of Paris, France.

More Phone Units for 'Call Jimmy Stewart'

The New York Telephone Company on Friday exercised its option of requiring Columbia Pictures to install 26 more machines in its "Call Jimmy Stewart" recording playback campaign for "The Man from Laramie."

The phone company officials made their decision to raise the number of telephone units to 50 after 91,163 calls were made to JUdson 6-7020 between 10 A.M. and 9 P.M. on Thursday.

SAG Calls

(Continued from page 1)

spokesman said the strike can be expected to begin Aug. 1st or "very shortly thereafter."

The three-year contract covering actors in entertainment television films expired Wednesday at midnight. The board's letter to the membership said, in part, "the existing contract was negotiated in the infancy of the television entertainment business. During three years, the income of the television film industry has increased several hundred per cent. We believe that actors are now entitled to a just increase.

Second Runs a Factor

"Our original proposals were the result of meetings of the membership wages and working conditions committee and were considered and approved by Guild negotiating committee and the board. The most important proposals were the payment for second run of television films and a fair increase in minimums. From June 6th to July 6th, in a series of meetings the producers absolutely refused to make any offer on anything unless we dropped the proposal for payment of a second run of film. This we refused to do.

"In an effort to reach an agreement we offered substantial concessions in the re-run formula as originally proposed by us. The producers remained adamant in their position. At this point negotiations were suspended. On July 13, the producers presented a counter offer."

Counter-Proposal by Producers

The letter then details guild proposals and the producer counter-proposal, and comments . . . and says, "In the judgment of your board, this counter-offer does not constitute a sincere attempt by the producers to arrive at a decent contract, and is unacceptable."

24-Week Sales of Du Mont $29,741,000

Sales of Allen B. Du Mont Laboratories, Inc. for the 24 weeks ended June 19, amounted to $29,741,000 compared to $41,590,000 for the same period in 1954. The 1954 sales figures included sales made by television station WDTV, Pittsburgh, whereas the 1955 sales figures include sales of that station for only ten days in January. There was a loss of $1,249,000 in the first 24 weeks of 1955 as against a net profit, after taxes, of $479,000 for the same period in 1954.

Set 'Girl Rush'

Rosalind Russell will have a homecoming in Waterbury, Conn., on Aug. 20, when a city-wide celebration will be held to mark the world premiere of her first Hollywood musical, Frederick Brisson's "The Girl Rush." VistaVision, Technicolor film for Paramount, "The Girl Rush" will play its premiere engagement at the Stanley Warner State Theatre, with all opening-night proceeds going to the Federated Fund.

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PEOPLE

Harold (Hal) Sloane, formerly with Walt Disney and RKO, and for the past two years promotion editor of "Boxoffice," will join Columbia Pictures today as an exploitation writer in the press book department.

¤

Mrs. Stella Poulnot, newly elected president of Atlanta WOMPI, will preside at her first luncheon-meeting on Wednesday at the Variety Club.

¤

John L. Damm, long time owner of the West Palm Beach Drive-In, Fla., has been appointed manager of the Princess Theatre in Mt. Dora, Fla.

¤

J. W. Mullins of Tulsa has purchased the Citrus Drive-In at Inverness, Fla., from **Mr. and Mrs. J. W. Wagner.**

¤

Ben Cole was recently appointed manager of the Central Theatre in Atlanta by president **Bob Moscow.**

¤

Frank Carboni, booker at Republic in Denver, moves to Paramount in a similar capacity, succeeding **Lou Kolocheski,** who has resigned. Carboni's place will be filled by **Don Spaulding,** shipper at Denver Shipping and Inspection Bureau.

Confer Here on Oct. Studio Labor Talks

A notice of negotiations for renewal of the contract between the I.A.T.S.E. studio unions and producers is scheduled to be served on the Association of M. P. Producers in Hollywood. The present contract expires Oct. 25.

Proposals for a five-day week for studio workers in addition to increases in the basic wage scales reportedly will be made by the I. A. unions. Management spokesmen say the five-day week could add $40,000,000 annually to production costs.

Y. Frank Freeman, vice-president of Paramount Pictures and chairman of the AMPP, with Charles Boren, vice-president in charge of labor relations for AMPP, arrived here from Hollywood late last week to confer with home office executives and possibly with Richard Walsh, I.A. president, on various aspects of the upcoming negotiations.

Television film production problems and American production abroad also are expected to figure importantly in the October negotiations.

Rhoden to Address SPG

HOLLYWOOD, July 24.—Screen Producers Guild president Samuel G Engel on Friday announced that a general membership meeting will be held Monday evening at the Fox studio with Elmer C. Rhoden, president of National Theatres, as guest speaker.

Review

"The Last Command"

(Republic)

ROMANCE, outdoor action and history have been neatly blended in this exciting screen adaptation which deals with the fight for Texas independence and the always-remembered stand by a handful of men at the Alamo. Credible characterizations by such marquee names as Sterling Hayden, Anna Marie Alberghetti, Richard Carlson, Ernest Borgnine, Arthur Hunnicutt and J. Carrol Naish, all turning in fine performances, plus excellent color by Trucolor, tend to make this Republic presentation, "The Last Command," an entertaining film calculated to please most audiences.

Youngsters in some situations may be dismayed upon seeing the Hunnicutt portrayal of famed backwoodsman Davy Crockett—a hard drinking, hard fighting, unkempt hero. Hunnicutt, however, arrives on the screen in the latter part of the film, prior to the exciting and energetic depiction of the battle at the Alamo.

The most demanding outdoor action fans will be satisfied with Hayden's efficient performance as Jim Bowie, who, enroute to his home and family in Mexico, finds the territory of Texas in a state of threatening rebellion. Citizens such as Carlson and Borgnine advocate immediate fighting, but Hayden, a friend of Santa Ana, who is portrayed by Naish, tries to win a peaceful solution to the Texans' legitimate grievances. After many occurrences, one a turbulent knife fight, Hayden announces his opposition to Mexican rule and, with a handful of followers, begins fighting the armies of Naish. With retaliation shortly coming, Hayden, Carlson and the rest of the top frontiersmen decide that the Alamo is to be the battleground. For 12 days, they battle with the forces of Mexico, the Alamo falls and it is all over.

Others in this film capably supporting the principals are Ben Cooper, who is the young love interest, John Russell, Virginia Grey and Jim Davis, Eduard Franz and Otto Kruger. This picture was produced and directed by Frank Lloyd. The screenplay was written by Warren Duff from a story by Sy Bartlett.

Running time, 110 minutes. General classification. For release in August.

LESTER DINOFF

FPC Stock Reacts To Reports of Theatre Closings

Special to THE DAILY

TORONTO, July 24.—Wide publication of two reports sent out by the Canadian Press News Service telling of theatre closings was followed by a dip in the market price of Famous Players Canadian Corp. shares in trading on the floor of the Toronto Stock Exchange.

One widely-circulated report came from Vancouver where Frank H. Gow, British Columbia district supervisor for Famous Players, announced the closing of five suburban theatres because of a 50 per cent decline in attendance this year due to television.

The second report, emanating from Toronto, said 216 theatres had closed in Canada during the last 18 months "and many more are expected to close before the end of the summer," it stated, because of the effect of television. Famous Players' stock touched a year's low of $22.50 but recovered nicely.

To Hold Conn. Golf Tourney Tomorrow

HARTFORD, July 24.—A sizable delegation of theatremen and distribution executives from key northeastern cities will attend Tuesday's annual golf tournament of the MPTO of Connecticut, slated for Racebrook Country Club, Orange.

George H. Wilkinson, Jr., president of the MPTO of Connecticut, and Harry Feinstein, Northeastern zone manager, Stanley Warner Theatres, are co-chairmen, with Sam Weber, of New Haven, serving as treasurer.

Exhibitors committee consists of James Bracken, James Darby, Ted Jacocks, Harry F. Shaw, Max Hoffman and John Perakos; with Henry Germaine and Phil Gravitz representing distribution.

Starr Still Has Unity Hopes

Exhibition will never see the full potential of strength for itself, never reach the real goal of defense against the external facets of the industry, until "we all come to learn that there is strength in unity," Alfred Starr, chairman of the executive committee of Theatre Owners of America, declared here at the weekend.

Despite differences in opinions and personalities, Starr stated, in reply to a question concerning the possible merger of TOA with Allied States Association, that "it is my most revered hope that one day there will be one national exhibition organization in this country."

FCC Asks Hearings On NBC Expansion

WASHINGTON, July 24. — The Federal Communications Commission has raised a go-slow sign on the expansion of the National Broadcasting Co. The commission said "there is a serious question whether further extension of broadcast-facilities ownership by NBC would be in the public interest or consistent with commission rules." It said it was also worried about past anti-trust violations by Radio Corporation of America.

The commission's statement came in connection with NBC's application to buy the ultra-high frequency television station WBUF-TV at Buffalo. The FCC said it had notified NBC a public hearing would probably be needed, and that at the hearing these questions would be considered.

The transfer is being opposed by Buffalo station WGR-TV, which says it will lose its present NBC network affiliation if NBC is allowed to buy WBUF-TV.

. . . NEWS ROUNDUP

Canada Producing Features

The Canadian Government reports that three private film producing companies produced four feature films last year, and that the National Film Board produced 78 films in both English and French for television. Revenue received by the board for the 1954-55 fiscal year, from rents and royalties, reached $196,195 while sales totalled $1,016,502.

■

Taxes Drop in Chicago

Theatre taxes collected in Chicago in June totaled $92,410, which compares with $103,520 for June, 1954. This, however, includes the legitimate theatre which is considered a "weak link" in the matter of tax collections.

■

WOMPI Meets in Houston

Houston Chapter of Women of the Motion Picture Industry held its regular monthly meeting in the Cork Room of the Suzanne Cafeteria. President Laura Knopp, assistant manager of the River Oaks Theatre; Mrs. Augie Schmitt of the Houston Popcorn Co., and Bluebonnet Express's Mrs. Ethel Kirby are the nominees for national office.

■

Solons to See "Phenix"

Members of the Senate and House of Representatives and some top officials of the Federal law enforcement agencies will view AA's "The Phenix City Story" tonight at a special screening in MPA's Academia Theatre.

Ben Piazza Dies; Industry Veteran

LOS ANGELES, July 24. — Ben Piazza, 69, veteran talent and casting director, died Friday at the Cedars of Lebanon Hospital here, following a lengthy illness. A cerebral hemorrahage suffered four weeks ago was the final cause of death.

Funeral services will be conducted by Father Leonidas Contos, Dean of St. Sophia's Cathedral (Greek Orthodox), and interment will be at the Hollywood Cemetery.

Piazza is survived by his wife, Lida; two daughters, Rita Lynn and Genina, and a son, Ben, Jr.

Piazza began his career in the entertainment world with Paul Armstrong. He was general manager of the RKO circuit and in 1928 Irving Thalberg brought him to M-G-M as first talent scout for the then new talking pictures. Piazza later headed the talent and casting department at Paramount and subsequently formed his own company with Emanuel Cohen called Major Pictures, and among their productions was "Pennies from Heaven" with Bing Crosby. Piazza headed the RKO talent and casting department for eight years, from 1940 to 1948 when he retired because of illness.

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The Virgin Queen

WATCH THE NATIONAL PUBLICITY fan out i July from Portland, Me., Bette Davis' hom town, where gala world premiere will b covered by press syndicates, national mag zines and noted radio-TV commentator Special Bette Davis subject, filmed at he home, will be available FREE for loc planting.

RADIO AND TV GUEST STAR appearanc by Richard Todd, cashing in on his a claimed role in "A Man Called Peter" an plugging "The Virgin Queen."

WATCH FOR NATIONAL MERCHANDISIN PROMOTIONS and special "comic" book ed tion to help pre-sell "The Virgin Queen

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ove is a Many-Splendored Thing

ED SULLIVAN'S TOAST OF THE TOWN salutes LOVE IS A MANY-SPLENDORED 'HING" by presenting to its over 37,000,000 iewers a preview of the picture and a spec-ıcular production number featuring one of ımerica's top vocalists singing its beautiful tle song!

HE GREAT TITLE SONG will sweep the nation in ecordings by The Four Aces, Don Cornell, Voody Herman, David Rose.

NATIONAL MAGAZINE CAMPAIGN— ıunches an advertising saturation program esigned to reach at least 40,000,000 readers f the nation's top publications!

CONDENSATION OF HAN SUYIN'S BEST-ELLER in September issue of 20,000,000 reader-ıip in Woman's Home Companion.

NATION-WIDE FASHION PROMOTION with ıtion's leading department stores, timed to cture's release. Special editorial section in ogue Magazine.

COLOR by DE LUXE
CINEMASCOPE
Produced by BUDDY ADLER · Directed by HENRY KING · Screen Play by JOHN PATRICK



HUMPHREY GENE
BOGART · TIERNEY

THE LEFT HAND OF GOD

GENE TIERNEY INTRODUCES exciting scenes from the picture on Ed Sullivan's "Toast of the Town" August 28th, inaugurating the first of the many guest TV appearances by the cast designed to reach over 37,000,000 viewers!

NATIONAL MAGAZINES headed by LIFE, LOOK, THIS WEEK and RED-BOOK are featuring this outstanding motion picture to their 85,000,000 readers!

SPECIAL POCKET BOOKS motion picture edition of William E. Barrett's best-selling novel, featuring full-color cover devoted to scene from picture.

BOGART SINGS! Humphrey Bogart and Lauren Bacall will record "Loaf of Bread" from picture's musical score. This is a recording "first" which will create coast-to-coast publicity.

COLOR by DE LUXE
CINEMASCOPE
also starring LEE J. COBB

Produced by BUDDY ADLER · Directed by EDWARD DMYTRYK
Screen Play by ALFRED HAYES



EXHIBITORS!
Mail your nominations for AUDIENCE AWARDS!

' SELLS MORE TICKETS!

Kramer

(Continued from page 1)

Cary Grant and Frank Sinatra, which Kramer will produce and direct in Spain next April for United Artists release under a prior commitment.

The new contract continues a long association between Kramer and United Artists. It was under the UA banner that Kramer first achieved prominence with his productions of "Champion" and "Home of the Brave." He solidified his position as one of the foremost creative artists in the film industry with "The Men," "Cyrano de Bergerac" and "High Noon" — all United Artists releases.

$15,000 to Project From 'Queen' Debut

PORTLAND, Me., July 24.—Approximately $15,000 is expected to be raised for the Children's Theatre of Portland from Friday evening's world permiere of 20th Century-Fox's "The Virgin Queen."

The festive launching of the production starring Bette Davis, a resident of nearby Cape Elizabeth, and a director of the Children's Theatre, was the first premiere held in Portland and a party of almost 100 celebrities and newspapermen and TV and radio representatives flew from New York and Boston and other New England cities to attend.

Flying here by chartered Northeast Airlines planes, journalists and stars were greeted and feted by local citiclimaxed by the special showing at the Strand Theatre.

COMPO Dues Collections

(Continued from page 1)

funds since 1953. No annual dues were requested last year.

The schedule of dues this year will be held to the reduced level instituted in the dues campaign two years ago. As in the past, dues from exhibitors would be matched, dollar for dollar, by contributions from the distributing companies, Coyne said.

With the approval of the general sales managers, the campaign will be conducted in the same manner as previous COMPO dues solicitations, with the sales forces of all the film companies canvassing all exhibitors, he added.

The schedule of dues, as approved by the COMPO Governing Committee, is as follows:

Four-Wall Theatres

Up to	500 seats	$ 7.50	yearly
Up to	750 "	11.25	"
Up to	1,000 "	18.75	"
Up to	2,500 "	37.50	"
Over	2,500 "	75.00	"

Drive-In Theatres

Up to	300 car capacity	$ 7.50	yearly
Up to	500 " "	11.25	"
Up to	600 " "	18.75	"
Over	600 " "	37.50	"

A distributor company chairman has been named for each exchange area, and a series of three meetings set up for each exchange city. Audience Awards exchange area chairmen have been asked to attend these meetings to lend their assistance.

A meeting of all branch managers will be held in each exchange city today for the development of a field organization and the distribution of work. District and division managers, who will handle the dues collections from the circuits they normally service, also will attend this meeting. On the following Monday, there will be another meeting in exchange area cities of all sales personnel assigned to dues collection. A third meeting on Aug. 15 of branch managers will be held to compare notes and reassign names of exhibitors not already contacted.

"Never has so little bought so much"—a remark made by an exhibitor the day after the Federal admission tax was reduced—is the introductory paragraph to a COMPO pamphlet, entitled "Much For Little," which has been prepared for use in the dues drive.

Sees Benefits Widespread

"Theatres, distributors and studios," says the pamphlet, "can all count the benefits that will accrue from the Audience Awards. For the exhibitor there will not only be the box-office stimulus from the Awards campaign and election; there will be a definite money return from the replaying of the winners. Since the election will be held Nov. 17-27, the winning picture and other top contenders, too, can be rebooked for the slim pre-Christmas weeks.

These return engagements, of course, will mean additional film rentals for distributors, and the studios will gain tremendously by the publicity given pictures and players, especially new, promising personalities."

"It must be emphasized, however," the pamphlet adds, "that the Audience Awards campaign is but part of the program adopted by COMPO in pursuit of its objectives. . . . As soon as the time is appropriate and there is a reasonable chance of its success, COMPO will renew its fight for the complete elimination of the Federal admission tax. To this end contact has been maintained with legislative leaders in Washington. The second series of 26 ads in "Editor & Publisher" is now being published and others will follow. COMPO's research activities, which proved to be of such value in the tax campaign, are being continued and COMPO is constantly expanding its press and information activities.

Kits Sent

Complete kits, with COMPO pamphlets, pledge cards, instruction sheets, etc., have been sent to all branch managers for use at next Monday's meeting.

The list of exchange area chairmen for the dues campaign follows:

Albany, R. S. Smith, Warner Bros.; Atlanta, George Roscoe, Columbia; Boston, Gasper Urban, Paramount; Buffalo, Ben Felcher, Columbia; Charlotte, John W. Kirby, Warner Bros.; Chicago, Harry Goldman, United Artists; Cincinnati, J. S. Ambrose, Warner Bros.; Cleveland, David Rosenthal, United Artists.

Dallas, Louis Weber, Loews; Denver, Jack R. Felix, Allied Artists; Des Moines, Max Rosenblatt, RKO; Detroit, Joseph B. Rosen, Universal; Indianapolis, R. L. Conn, Fox; Jacksonville, Buford Styles, Universal; Kansas City, Harry Hamburg, Paramount; Los Angeles, S. Borde, RKO; Memphis, Nat Wyse, Republic; Milwaukee, J. G. Kemptgen, Loews; Minneapolis, Ralph W. Maw, Loews; New Haven, Sheperd Bloom, Fox; New Orleans, C. J. Briant, Loews.

New York, D. A. Levy, Universal; Oklahoma City, Don Tullius, Warners; Omaha, Norman Nielsen, RKO; Philadelphia, Sam E. Diamond, Fox; Pittsburgh, Lawrence Seidelman, Republic; Portland, Wayne Thiriot, Paramount; St. Louis, T. Williamson, RKO; Salt Lake City, Kenneth O. Lloyd, Fox; San Francisco, Mel Klein, Columbia; Seattle, Arthur Greenfield, Universal; Washington, Phil Isaacs, Paramount.



*EVERYBODY AND HIS FRIENDS want to see MY SISTER EILEEN, a Columbia picture, starring Janet Leigh, Jack Lemmon and Betty Garrett. The freshest, funniest Technicolor musical that ever went singing across the CinemaScope screen!

TOA-Allied

(Continued from page 1)

tee, and TOA general counsel Herman M. Levy, both having been in contact with Martin and Walter Reade, Jr., chairman of the TOA board, by telephone before releasing the text.

Martin declared that "TOA's disappointment stems from the fact that the work of this committee is not nearly completed. We feel that the committee made distributors cognizant, for the first time, of the harsh economic plight of exhibition and that this committee had obtained valid promises which we have every reason to believe will be implemented and honored.

"For ourselves, we intend to continue this plan of getting relief, and we are sorry that Allied has chosen to withdraw from the field of friendly negotiations, long before they have been satisfactorily concluded.

Sees Talks Bearing Fruit

"We cannot emphasize too strongly our belief that the visits made to the various film companies by members of the Allied and TOA groups will bring about important concessions for all exhibitors, large and small. TOA has historically taken a dim view of the value to exhibition of governmental intervention, and the results obtained in the past certainly justify our pessimism. However that may be, we are irrevocably committed to going forward with the discussions which have been initiated and which we are confident will be productive of relief from the harsh terms and conditions now imposed on exhibition.

"The TOA committee that joined with the Allied group in visits with the presidents and distribution sales heads, will be prepared to make a final report to the joint meeting of the board of directors and executive committee on Oct. 5 in Los Angeles. Final TOA action will be taken at that time."

(The 1955 convention of the Theatre Owners of America will take place Oct. 6 through 9 at the Hotel Biltmore in Los Angeles.)

Starr and Levy Demur

Starr and Levy declared that TOA was not going to join with Allied in seeking governmental help in securing "equitable" film terms. Starr, a member of the joint Allied-TOA committee, said that "I am very hopeful that excellent results will come out of the meetings with distribution."

The Allied board, in Washington last week, decided that on the basis of the report rendered by a sub-committee of its Emergency Defense Committee, chairmanned by Ben Berger of Minneapolis, it is now "prepared and determined to go forward" with the drive for Federal regulation.

McCarthy-Davis

(Continued from page 1)

tions are under way with national distribution organizations for those importations that appear to have mass audience acceptability in the United States.

Davis, owner of the Fine Arts Theatre here, is a former publisher of the French magazine, "L'Art Vivant." As president of G-B-D Releasing Corp., he distributed Jacques Tati's "Mr. Hulot's Holiday" in the United States and Canada. He also is president of Ardee Films which released Julien Duvivier's "Holiday For Henrietta."

Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

Editorial Director: Charles S. Aaronson; Eastern Editors: Pinky Herman, Vincent Canby; Hollywood: William R. Weaver, Samuel D. Berns; Washington: J. A. Otten; London: Peter Burnup; Photo Editor: Floyd E. Stone.

July 25, 1955

Vol. I, No. 2

Spotlighting the News

► FCC STUDY—To supervise "a searching study of network broadcasting," the Federal Communications Commission late Friday appointed a special committee of four commissioners. The study was authorized by Congress earlier this year. Named to the committee, whose investigations could bring recommendations for tighter control of the networks, are Chairman McConnaughey and Commissioners Hyde, Bartley and Doerfer.

► O'NEIL'S RKO—Amid all the speculation about what General Tire & Rubber Company can and will do about RKO (see page 9) this much is certain: Nothing will be done in the way of television distribution of RKO product which is calculated to jeopardize RKO's theatrical business. Unreleased features, completed and in work, now owned by the O'Neil group have a value in excess of the highest potential price existing TV stations could pay for it. If RKO's product is not played off to commercial success in theatres the losses to be incurred would be staggering. When pictures are "played off" in theatre distribution is a moot point. The reissue in 1951-52 of "King Kong" made in 1933 grossed approximately $1,500,000. That was admittedly a freak but how many such freaks can be found in product accumulated over a period of years?

► STRIKE VOTE—By late today tabulation of the ballots in the strike vote taken last midnight (Pacific Time) by the Screen Actors Guild should be known in New York. In accordance with standard bargaining practice the membership is expected to give the strike authority to its executive board. In the balance hangs all filming of television shows on the west coast. A compromise is expected on the basic issues of more pay for reuse of films. SAG will go through with a strike, if necessary to establish once again the principle.

► MGM FORMAT — Although ABC-TV's "MGM Parade" is due to make its debut September 14, both ABC and MGM officials have been unusually mum about the format for the 30-minute show, of which George Murphy is to be host. Last week, however, the network announced that General Foods and American Tobacco will co-sponsor the series and that the program "will present selected short features from the vast MGM library as well as intimate behind-the-scenes information about motion picture production." With Walt Disney and Warner Brothers also going behind their own scenes, there may eventually be room for a behind-the-scenes look at these behind-the-scenes programs.

► ON TIME — Right on target date, the Notre Dame station, WNDU-TV, went on the air last week from South Bend, Ind. The NBC affiliate has Bernard C. Barth as vice-president and general manager. It will start live shows any minute now, and in the future is a degree course in Communications Art at the University, via the new South Bend station.

► COLOR Still unanswered in the quest for acceptable color television is the subjective element of color appreciation. The motion picture industry learned long ago that at least the American public liked its color on the brilliant, even garish side. Technicolor's aim has not been to reproduce scientifically color as it exists in nature but colors that will be pleasing and challenging to theatre audiences. Color television must do likewise. It will do no good to have color which the engineers can prove is scientifically correct, if the home viewers think it unreal or dramatically and artistically unappealing. A complication is that theatre audiences abroad—for example in Britain and in Japan prefer color far different from that liked in the United States. There is no certainty that "good" color in a large theatre screen will be the same as "good" color in the intimate setting of a home TV receiver.

► MORE MURROW — "See It Now," the Edward R. Murrow-Fred W. Friendly show on CBS since 1951, will leap from a half-hour to either an hour or an hour and a half come Fall, and the announcement comes from J. L. Van Volkenburg, CBS Television president. Treatment of subjects in "greater detail and depth" is behind the move, with the return of the show to the network in October, after the summer break.

► CONSOLIDATED DU MONT—As of today all the broadcasting activities of Du Mont including executive and sales offices, are located at the Du Mont Telecenter, 205 East 67th Street (Phone LEhigh 5-1000). The move from 515 Madison was completed during the weekend.

In Our View

AS A MEDIUM of mass entertainment it has long been recognized that television faces all the problems of theatrical motion pictures plus certain indigenous ones. The fact that much of television programing is here and gone with the speed of light does not make it possible for any creative worker or executive to avoid his responsibility of providing wholesome entertainment at all times.

The television industry as a whole is to be commended for its excellent record in this regard. Yet the troubles that may come to this great new medium through actions by mavericks who flaunt reasonable standards of decent entertainment may be quickly learned from a study of motion picture trade history.

There is one area in which certain television writers, directors and producers think they are commendably daring and progressive. It is in the use of drug addiction as a plot theme or element. As a result of unhappy experience in laxity the Motion Picture Production Code's provision on this subject was tightened in 1951, through the enactment of a revised narcotic provision. It now reads, "Neither the illegal drug traffic nor drug addiction must ever be presented." That strict provision, requested by Federal authorities, is also pertinent to the dangers of narcotic themes in television. If those controlling programs do not recognize the danger of stimulating drug addiction — the price of even one new addict is too high to pay for entertainment — there is likely to be trouble both from the public and from Washington. It is a subject that all experts maintain is laden with danger.

"IN THE EAST" it's MOVIELAB FILM LABORATORIES, INC. 619 W. 54th St. • New York 19, N. Y. • JUdson 6-0367 QUALITY is our business

The Show-Makers

Gore Vidal, one of whose novels —"The Messiah"—told a strange and terrible story about a religion of the future made possible by television, and who has made quite a splash himself as a TV dramatist, was the author of "The Death of Billy the Kid," telecast last night over NBC-TV's Philco Television Playhouse.

James MacArthur,** 17-year-old son of Helen Hayes and Charles MacArthur, portrays one of the leading roles in "Deal A Blow," drama of juvenile delinquency to be broadcast over CBS-TV's "Climax" August 25. Others in the cast are veterans **Edward Arnold, Macdonald Carey** and **Phyllis Thaxter.

***Walter Lowendahl,** executive vice-president of Transfilm Incorporated, returned last week from Munich where he established another Transfilm unit for the production of stop-motion TV commercials and other films. The company continues its co-production agreement with Joop Geesink's Dollywood Studios in Amsterdam. **Zac Schwartz** will supervise both operations in Munich and Amsterdam.*

***Joan Loring** and **Betsy Palmer** star as two thoughtful, love-hungry secretaries in "The Prize-winner," an original teleplay by **Jerome Ross** to be presented next Sunday night over NBC-TV's "Goodyear Television Playhouse."*



THREE owner-producer-stars, of "Four Star Playhouse" and other series, from left, Charles Boyer, Dick Powell, David Niven. Next series, "The Texas Ranger," and believe it or not, they're looking for a star for it!

Katherine Hynes** is the actress who gets her first break as a star on this week's "Star Tonight," the Brillo presentation Thursday evening on ABC-TV. Miss Hynes will be seen in "The Matrimony Shoppe," a period comedy written by **Gladys Seidelhuber,** and will be supported by **Walter Burke.

***Charles Boyer** stars as an unfortunate bachelor who marries a widow, only to discover after the marriage that she has a large and spirited household, including teenagers, dogs and cats, on CBS-TV's "Singer Four Star Playhouse," August 4. The name of the comedy is "The Wild Bunch."*

***Betty Kean** will be guest artist on ABC-TV's "Entertainment" Tuesday afternoon. Miss Kean currently is doing duty in "Ankles Aweigh."*

A 10-STORY SERVICE CENTER

Speculation about a television production center in New York City brings to mind Saul Jeffee, the dynamic head of Movielab, and another kind of "center." Six years ago Movielab took over the 10-story building at 619 East 54th Street, took two floors for itself and proceeded to bring in tenants who might be expected, just incidentally, to use the increasingly comprehensive Movielab facilities. Today, with Movielab in process of expanding to include another floor, the Movielab Building with 11 TV film producers as tenants is, in effect, New York City's unofficial television film service center. Mr. Jeffee, with 150 employees working round-the-clock shifts in decor as modern as the technical facilities, sees no reason for any further shift of activity to the West Coast. "Producers," said Mr. Jeffee last week, "may scrimp on budgets and come up with only average product in the east, but when they go to the west coast they feel inclined—maybe because of the smog—to spend even more money with no better results." And, he added, since most material today is shot in studios, "it doesn't make any difference whether or not you're in a so-called sunshine state." Movielab, which, in Mr. Jeffee's words, started 25 years ago in "a hole in the wall" and is now a self-contained beehive of activity, is equipped to handle just about anything in a way of sound or screen techniques. The new floor will house facilities for processing of 35mm Eastman color film. And, speaking of color, the Movielab chief expects all its commercial material to be in color within a year.

Passing in Review

MUSIC '55, CBS-TV, ½ Hour, July 19, 1955.

Here is bright, easy-to-take summer viewing, featuring each week the "progressive" music of Stan Kenton and crew backing up the assorted guests. In nice counterpoint to his music, Mr. Kenton himself is a relaxed but articulate master of ceremonies. On last week's show, the second in the series, the guests ranged from Gloria DeHaven (one number brassy and one number blue), through the vocal tricks of the Four Freshmen, to the rock, roll and religious songs of Sister Rosetta Tharpe. They all looked well and performed with style. The pleasantly unostentatious mood, however, was marred by the climactic ballet number built around Miss Tharpe with a revival meeting motif. The singing was fine but choreography, featuring two ballet boys and three girls, was simply without point. Bob Dach is producer and Mel Ferber is director. That the show is without a sponsor is unfortunate since "Music '55" looks like one of the better summer offerings.

FRANKIE LAINE TIME, CBS-TV, 1 Hour, July 20, 1955, Toni.

Slipping into the place of Arthur Godfrey for the summer, Frankie Laine brings to viewers a sprightly variety show, offering a handful of turns which should make acceptable light weight summer looking. Duke Ellington was the big moment on the first show, while the first half had an introductory chorus routine, with the Lynn Duddy Chorus, the permanent unit, Laine in a pair of old favorites, then Shirley MacLaine, of "Pajama Game" fame, who was a high spot. Dick Van Dyke, eccentric comedian, is good for a chuckle, and Connie Russell, alone and with an assist from Laine, gives the blues technique a working over, not ineffectively. Jimmy Carroll leads the orchestra. The sample was all right, but the pace must be maintained.

PALL MALL PLAYHOUSE, ABC-TV, ½ Hour, July 20, 1955, Pall Mall Cigarettes.

A new weekly series of Westerns is rather inauspiciously commenced with an item called "Night Ride to Butte." It was produced by Meridian Productions, and directed by George Archainbaud. That gentleman has handled many successful series of similar TV films, but this can hardly rate as among his better efforts. The story line succeeds only in becoming confused. The leading performers are Arleen Whelan, William Bishop and James Millican. More suspense, tighter writing and more believable performances are definitely required.

GREATEST BUY!
IN NEW YORK FILM STUDIO SPACE



41-01 BROADWAY L.I.C. 15 MINUTES FROM MID-MANHATTAN

- COMPLETELY REMODELED WITH NEW MASONITE FLOOR
- 60x60 CLEAR SHOOTING AREA 22 FT. CEILING
- SYNCHRONOUS FAIRCHILD TAPE AND DISC RECORDERS
- LATEST IN LIGHTING EQUIPMENT—COMPLETE IN EVERY DETAIL INCLUDING NEW CONE LIGHTS
- MOLE-RICHARDSON PERAMBULATING MIKE BOOM
- FULLY EQUIPPED CONSTRUCTION SHOP
- AND AT NO EXTRA COST— NEWEST CINEMOBILE DOLLY

Call now! RAVENSWOOD 8-8988
Carl Ritchie, Mgr.

Hollywood:

Arthur Silver, producing the six-minute segment, "Behind the Cameras" on the "Warner Bros. Presents" program, is keeping his format under wraps until showtime over the ABC-TV net. . . . **Dinah Shore** wound up her fourth season for Chevrolet and is already signed for a fifth season (without **Menasha Skulnick**), returning to the popular Tuesday-Thursday 15-minute spot September 13. **Ticker Freeman**, ole faithful, continues as her personal musical representative and advisor. . . . TelePrompter had 27 units rolling last week on the summer shows, which matched the average in-season activity.

We've reserved front row living room seats for the **Alan Handley** musical version of Du Maurier's "Trilby" which he's putting on as "Svengali and the Blonde" in Spectacular fashion July 30 on NBC; **Charles Gaynor**, who co-scripted with Handley, is the chap who wrote "Lend an Ear" a couple of Broadway seasons ago. . . . **Rex Allen**, the Western star, will apply his cowboy experience for the new "Frontier Doctor" film series, which Studio City Television Productions is preparing. . . . **Sidney Miller** (Donald O'Connor's side kick) is directing Damon Runyon's "A Star Lights Up" for Screen Gems. . . . Two new RCA 25KW transmitters on Mount Soledad will give KFMB-TV and KFSD-TV viewers in San Diego stronger, steadier signals. They will also improve color transmission and reception. The cost is set at $400,000.

Jack Hope and **Phil Berle** have formed Hope-Berle Productions to make a TV film series of comedies, and will not use either of their brothers. . . . **Jerry Fairbanks** will come back from Detroit with wide screen footage that he shot for Chrysler Motors to help sell the 1956 models over TV and at dealer meetings. . . . The **Lawrence Welk** show is clicking with its musical format Saturday nights over the ABC net. Producer **Edward Sobol** and director **James Hobson** prefer to keep the production simple and concentrate on the feeling of the story behind the song. . . . The new concept, started by ABC-TV, in applying motion picture technique to merchandising and exploitation of programs is bound to catch on with the other nets. . . . The **Whiting** sisters, **Margaret** and **Barbara**, are working in weekend concert dates during the shooting of their new TV film series at Desilu's Motion Picture Center.

Milton Berle has no set format on his coming shows. Looks like there'll be an assortment of book musicals, variety shows and dramas, and he may produce some without performing. . . . **Mrs. Florence Thalheimer**, president of the Beverly Hills Board of Education, is championing the cause of good, clean, wholesome TV entertainment with "Families Are First" on KCOP three times weekly. . . . **Joe Bigeolow** and **Carroll Carroll** have been reteamed as writers on the Jack Carson show after 10 years when they worked the Kraft Music Hall and Chase and Sanborn together. . . . **Pat O'Brien** will bid for Sunday listeners on "Your Nutrilite Radio Theatre," over NBC net, starting September 18, with 26 one-hour dramas drawn from story ideas submitted in conjunction with a national contest.

—Samuel D. Berns

TV Production to Get Dynamic Impetus in O'Neil RKO Buy

by WILLIAM R. WEAVER

HOLLYWOOD: Seldom has conjecture ridden so rampant over Hollywood as it has since news that General Teleradio had bought RKO Radio Pictures was flashed from flashy Las Vegas Monday last.

But it's no conjecture that no newcomer to this seat of production ever moved into wider, riper opportunity than Thomas F. O'Neil. For there is no guesswork about the production capacities, for theatrical film production, television film production, or both, acquired in the transaction. They're colossal.

Can Make 56 Yearly

Considering theatrical films alone, RKO studio facilities now open to O'Neil are ample enough, studio veterans say, to handle a production schedule of 56 pictures annually, not including films produced abroad, without strain. The estimate is based on the fact that the company at its peak frequently had nine or 10 features shooting simultaneously, without conflict or crowding, and that much longer shooting schedules prevailed then than now. With foreign producing added, as is general practice today, producing 56 features would present no space problem at all.

It is to be considered also, however, that in its long slow-down RKO studio has lost much expert production personnel, from carpenters to contract producers and technical department staffs, which would be difficult to replace without a careful building-up policy requiring considerable time.

If, on the other hand, Mr. O'Neil were to turn production facilities to the production of television films exclusively the RKO studio doubtless could become the largest source of telefilm product in the world. The same space and manpower that could turn out 56 feature theatrical pictures, it is reasoned conservatively, could turn out readily 10 times that many television films in a year. The Hal Roach Studio in Culver City, far smaller than RKO's combined studios there and in Hollywood, currently is turning out 600 half-hour television films annually. It is figured RKO could make a great many more than that if it were devoted entirely to telefilm making.

If newcomer O'Neil elects to produce both kinds of films, which, conjecture runs, is most likely, he has in his hands, as of the moment when he hands over his purchase check to Howard Hughes, everything he needs to do it with, including the well wishes of everybody in both fields.

SOMETHING NEW HAS BEEN ADDED



Mr. and Mrs. Thomas F. O'Neil

He is an "avid commuter," commuting between Greenwich, Conn., where he lives; New York, where there's the television and radio business; Akron, where there's rubber, and Hollywood, where they are going to make a lot of films.

A six foot, four, 220-pound former football tackle for Holy Cross who now plays golf in the low eighties.

A church-goer and a family man with five children, named Shane, Mark, Eileen, Conn and Claire.

A wartime Coast Guardsman who rose from petty officer to lieutenant in command of an LST in the Pacific.

A man who learned business in his father's General Tire and Rubber Company first in Washington and then in Boston, and then the radio business with the Yankee Network first and then at Mutual, which he joined as a director in 1948, became chairman in 1951, and has captained as president from June 1, 1952. He also is president of General Teleradio.

That's Thomas Francis O'Neil, vice-president and director of General Tire & Rubber Company, and new boss of RKO.

"MOTHER" BEAMS ON SATELLITE

KIMA-TV can boast of the first "Satellite" TV station, KEPR-TV, now operating in Pasco, Wash., covering the southeastern portion of the state and northern Oregon from its beaming mother in Yakima. Slide commercials are used until the facilities are expanded to include live operation. Weed and Co. is the representative.

Stuart Nathanson, production coordinator of KIMA-TV, disclosed the UHF operation to be highly profitable, despite a $26,000 monthly payroll for 68 employees.

Mr. Nathanson, former local producer at KTTV and KCOP, reported that Thomas C. Bostic, KIMA's general manager, had Arch Talbot, shipbuilder and owner of the station, get FCC approval for three more stations in the area, now considered the second market to Seattle.



WHO's WHERE



HOWARD MEIGHAN, a CBS vice-president in New York headquarters has been given charge of the western division. He thus returns to California. Mr. Meighan from 1949 to 1951 was the network's chief executive there. He joined the company in 1934, rising in 1946 to vice-president.

GOODMAN ACE, one of the best known writers and trouble-shooters in radio and television, has been signed by NBC-TV as chief writer for the new, hour-long Saturday night "Perry Como Show," to be launched by the network in September.

FRIEDA B. HENNOCK, a member of the Federal Communications Commission from 1948 until earlier this year, has joined the Washington, D. C., law firm of Davies, Richberg, Tydings, Beebe & Landa.

JOHN R. OVERALL, formerly eastern sales manager for the CBS radio network, has joined NBC-TV sales, George H. Frey, vice-president in charge of television network sales for NBC, has announced.

H. J. EELLS has been appointed sales manager of the Chicago office of Television Programs of America, Inc., succeeding BOB HOFFMAN, resigned. Also at TPA, ED R. LEWIS and VINCENT MELZAC have been promoted to posts as spot supervisors in the eastern division.

ERIK HAZELHOFF has been appointed to the newly created post of manager of NBC-TV's participating programs. PETER J. SMITH will succeed Mr. Hazelhoff as manager of NBC's telesales department, reporting directly to MATTHEW J. CULLIGAN, national sales manager of NBC-TV.

ALLEN STEARN, president of Stearn Publications, has announced the appointment of BETTY ETTER as editor of *TV Headliner* and *TV Best*. Miss Etter formerly was editor of Ideal Publications' *TV Show*.

JOHN SCUOPPO, formerly a publicist with United Artists and Columbia Pictures, has joined NBC's exploitation unit.

ALLAN A. SWENSON has been named assistant to PHIL ALAMPI, farm and garden editor of WRCA-TV.

TONY AZZATO, NATE ZELIKOW and BRAD BERNE have been appointed new sales representatives for Studio Films, GEORGE G. WEISS, vice-president, has announced. The three will work out of the New York, Houston and Chicago offices, respectively. The appointments mark the kick-off of a new sales expansion program on several Studio shows.



CHARLES L. GLETT will supervise motion picture production for General Teleradio, Inc., which means the RKO Radio Pictures organization, acquired last week. He resigned this week as west coast vice-president in charge of network services for CBS-Television. Mr. Glett is an old hand at the picture business. Before joining Mutual-Don Lee in 1949 and then CBS, he was an independent producer at RKO Radio; manager of Motion Picture Center studio; and general manager for David O. Selznick.

SHOWS ON THE MARK

NBC-TV cameramen last week visited Palo Alto, California, to film "A Conversation with Herbert Hoover" for the network's "Conversations with Elder Wise Men." The Hoover interview will be shown in the Fall. Another film in the series nearing completion is a conversation with India's Premier Nehru, to be shown early in the winter.

ABC-TV's forthcoming "DuPont Cavalcade Theatre," successor to the prize-winning "Cavalcade of America" series, will have its premiere September 13. Four Star Productions will turn out 26 films for the series, with Warren Lewis in active charge of production.

NBC-TV's "Howdy Doody" goes to color for five days a week beginning September 12. The programs will originate from NBC's new color studio at Radio City, New York.

ABC-TV's press department reports that Wednesday night televiewing is raising hob with the traditional Wednesday night meetings of the Santa Fe, New Mexico City Council. Councilmen, according to the report, wish to change the meeting night to Thursday so as to be able to stay home for the fights and Disneyland.

"Dr. Spock" is the appropriate title of the forthcoming NBC-TV series of half-hour telecasts featuring Dr. Benjamin Spock, noted pediatrician and psychiatrist, in discussions on child care and development. To be produced by the NBC Public Affairs Department, the series gets under way October 9.

WABD's contract for the telecasting of as many as five productions put on by New York's well-known Phoenix Theatre Group in the 1955-56 season is part of the plan of Ted Cott, general manager of DuMont, to give WABD the "New York look." Each telecast will be scheduled after the individual stage show has completed its run at the Phoenix and will feature production meetings on the play in question. Among the possible choices of the Phoenix for the next season are Eugene O'Neil's "Beyond The Horizon," Shakespeare's seldom-seen "King John," "The Beggar's Opera," and "Phoenix '56," an original revue.

WABD is making plans "to inject considerable color into its regular program schedule" late this summer, according to Ted Cott, general manager of DuMont's owned and operated stations. At present the station is in process of improving and relocating its color transmitting equipment and, when completed, a series of color telecasts will be scheduled, including, perhaps, an all-color day in the fall.

Also by way of WABD, Mr. Cott plans to introduce culture as well as color in the world of station breaks. In a "Station Break Art Gallery," famous paintings on slides will be shown for 60 seconds while an announcer gives a short talk on the work and the artists.

CBS-TV has announced a schedule of five outstanding eastern collegiate football games to be televised in the Fall, rounding out plans for regional telecasting that includes Big Ten and Pacific Coast games. Dates of the eastern college games are September 24, October 8, October 22, November 5 and November 12.

One of the many interesting things about Walt Disney's upcoming "Mickey Mouse Club," which makes its appearance October 3 on ABC-TV, is that it is one of the few network shows which will be appearing at the same time (5 P.M. to 6 P.M.) in all time zones.

NBC-TV, for the fifth consecutive year, will televise the Tournament of Roses Parade nationally from Pasadena, January 2, 1956. Minute Maid-Snow Crop Foods, for the second year, will be sponsor.

BRITISH TV

LONDON: Details are available of programmes to be transmitted by Associated Rediffusion which will operate the London transmitter from Monday to Friday each week.

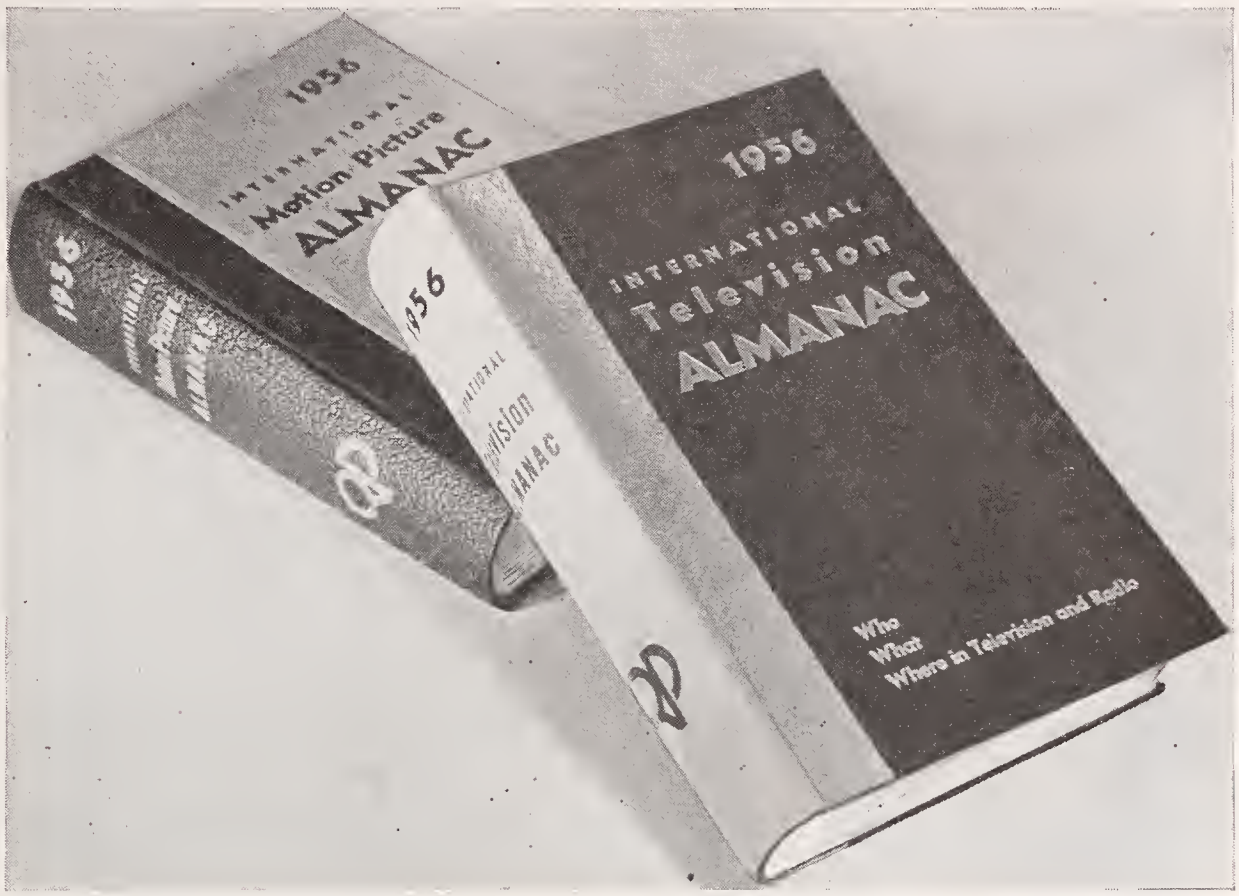
They will be transmitting 38 days of racing a year from London tracks, top professional boxing bouts, two British-made panel games and an audience participation show. A-R are also making a series of English "Westerns," which will be adventures of the highwayman, Claude Duval.

The Musicians' Union has agreed, in principle, to the pre-recording of TV variety shows. This means that the BBC and commercial Television will be able to film variety programmes with top line performers and musicians. These programmes can then be held in reserve. A similar system is used on sound radio. Nearly all the variety programmes are recorded on Sundays when artists are not working in the theatre.

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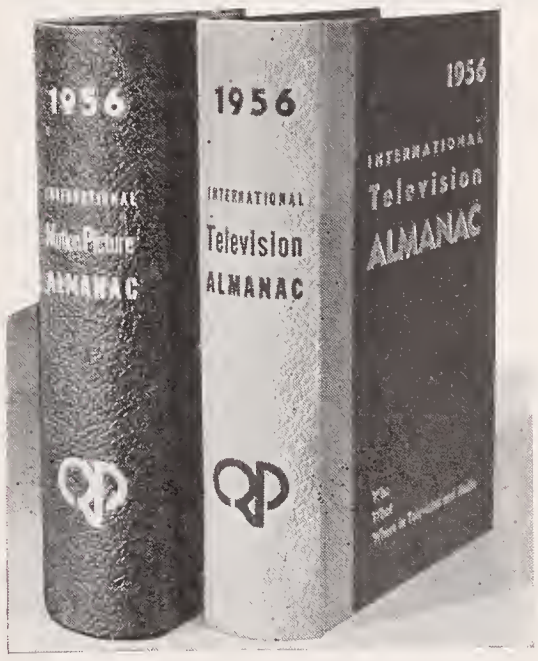
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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 17 NEW YORK, U. S. A., TUESDAY, JULY 26, 1955 TEN CENTS

Rates Revised

Insurance Up; TOA Launches 'Safety Drive'

Rates Increased in Ten States; Reduced in Six

Theatre Owners of America, in the wake of "substantial increases" in theatre insurance rates in various states, has inaugurated a safety drive, it was announced here yesterday in the organization's monthly bulletin.

The bulletin reporting on the activities of the National Bureau of Casualty Underwriters, stated that conventional theatres and drive-ins in the following states have had the basic liability rates raised: California, Colorado, Connecticut, Florida, Indiana, Maryland, Massachusetts, Pennsylvania, Washington and Wisconsin.

Rate reductions were reported for the following states: Missouri, Montana, Nebraska, Tennessee, Texas and West Virginia.

Commenting on the mixed situation,

(*Continued on page* 5)

Kilgore, Too, Would Exempt Trust Suit Damages from Tax

From THE DAILY Bureau

WASHINGTON, July 25.—Senate Judiciary Committee chairman Kilgore (D., W. Va.) has introduced legislation to exempt from Federal income tax any punitive damages won in private anti-trust suits.

He thus joined House Judiciary Committee chairman Celler (D.,

(*Continued on page* 4)

Last Quarter NYC 5% Tax: $1,298,409

Motion picture theatres in New York City collected $1,298,409 of the total $3,101,028 amusement tax during the last quarter of the fiscal year ended on June 30, a representative of the City Tax Collector's office disclosed here.

The revenue collected by all New York City motion picture theatres during the first year of the five per cent amusement tax's imposition was $4,708,499 of the total $9,301,678, the city official stated.

Wind Wafts $25,000,000 Check

O'Neil Interests Officially Become Owners of RKO Radio Pictures



International News Photo

Thomas F. O'Neil (left) of General Teleradio presents a check for $25,000,000 to Thomas B. Slack, representing Howard Hughes, for the purchase of RKO Radio Pictures.

Special to THE DAILY

JERSEY CITY, N. J., July 25.—The purchase of RKO Radio Pictures, Inc., by General Teleradio, Inc., was officially consummated at 11:45 a.m. today when a $25,000,000 check drawn on the Chase-Manhattan Bank of New York, payable to the order of Howard Hughes, was presented to attorney Thomas B. Slack by GT president Thomas F. O'Neil at the office of the First National Bank of Jersey City here.

Slack, who flew in over the weekend from Springwood, Va., to accept the $25,000,000 draft on behalf of the

(*Continued on page* 4)

Report IA Asks Royalty

Film company executives were briefed on the studio contract demands of IATSE by Y. Frank Freeman, chairman of the Association of Motion Pictures Producers, and Charles Boren, vice-president in charge of labor relations for AMPP, at a meeting which was held here yesterday.

Attending the closed door session was Eric A. Johnston, president of the Motion Picture Association of America. Johnston was said to have sat in at the meeting for a while and shortly thereafter returned to Washington.

Boren, reached in the afternoon following the close of the session, declined comment.

It is understood that "IA," in addition to seeking a five-day week, is requesting a five per cent royalty on theatrical films released to TV and reissues, to be paid into the union's

(*Continued on page* 5)

Cinerama Into Production

Cinerama, Inc., announced plans to go into production yesterday, with the appointment of Grant Leenhouts as vice-president in charge of production.

Production plans by Cinerama, Inc., the company which holds the patent rights to the Cinerama process, were disclosed in the wake of what was described as the July 11 deadline in the company's contract with Stanley Warner.

It was said that under the terms of the contract between the two companies, Cinerama, Inc., has the right

(*Continued on page* 4)

140 Theatres

Closing of Schlesinger-Fox Deal Due

No 'Hitch,' Skouras Says, But Slight Delay Met

By PETER BURNUP

LONDON, July 25. — Signing of the agreement for the purchase by 20th Century-Fox of the Schlesinger South African amusement properties, which had been scheduled to take place here today, was postponed for a day or two.

Spyros Skouras, 20th-Fox president, told MOTION PICTURE DAILY there has been no hitch of any kind in the deal, and that the postponement of the signing was made necessary only by slight difficulty in the drafting of papers.

Skouras, with Donald Henderson, treasurer of 20th-Fox, and Otto Koegle, general counsel, are scheduled

(*Continued on page* 4)

Max Thorpe Named Chairman of Board Of Columbia in UK

The appointment of Max Thorpe to the post of chairman of the board of Columbia Pictures Corp., Ltd., England was announced yesterday by Lacy Kastner, president of Columbia International. Thorpe, who has served as managing director of that company for many years asked to be relieved of the operational duties because of recent ill health.

At the same time, Kastner announced the appointment of M. J.

(*Continued on page* 4)

Ad Men in Favor Of Toll TV Trial

Approximately 70 per cent of a panel of top advertisers, agency men, and public relations executives queried by Tide Magazine, trade paper of the advertising industry, said they are in favor of giving toll TV a trial.

It deserves a trial, the majority said, and may bring about an improvement in commercial television by forcing it to improve programming.

PERSONAL MENTION

MILTON R. RACKMIL, president of Universal Pictures, has returned to New York from London.

•

MAX E. YOUNGSTEIN, United Artists vice-president, returned to Hollywood over the weekend from Toyko. ARNOLD M. PICKER, UA vice-president in charge of foreign distribution, will leave Tokyo today for Hong Kong and Manila.

•

ALBERT J. KELLEY, producer-director of Charles Skinner Productions, will leave the Coast by plane today for New York. RAYMOND J. RAND, vice-president of the Skinner organization, will follow at the weekend.

•

SHIRLEY "CINDERELLA" JONES will arrive in New York from England this morning via Pan American, and will leave later in the day by American Airlines for Hollywood.

•

PAUL N. LAZARUS, JR., Columbia Pictures vice-president in charge of advertising-publicty, has returned here from the Coast.

•

DORE SCHARY, M-G-M vice-president in charge of production, has returned to Hollywood from Rapid City, S. D.

•

PHIL HARRIS and ALICE FAYE will return to New York from Europe today aboard the "Queen Mary."

•

A. H. RODRIGUEZ, Cuban exhibitor, will leave New York today for London via B.O.A.C. Monarch.

•

FRANCES GOODRICH and ALBERT HACKETT, writers, have returned to New York from Hollywood.

•

WILLIAM CAMERON MENZIES, producer, will leave Hollywood by plane today for New York and London.

•

NOEL COWARD returned to London from New York on Sunday via B.O.A.C. Monarch.

•

RICHARD BURTON has arrived in New York from England, en route to Hollywood.

•

PANDRO S. BERMAN has returned to Hollywood from Europe.

•

SONYA LEVIEN, writer, has returned to New York from Europe.

Comerford's Widow Dies; Rites Thurs.

SCRANTON, Pa., July 25.—A requiem mass will be held here on Thursday for Mrs. M. E. Comerford, widow of Mike Comerford, pioneer exhibitor and founder of the Comerford circuit. The rites will be held at St. Peter's Cathedral. She was a native of Scranton. Frank C. Walker, director head of the circuit, is a nephew.

In Anti-Trust Action

N.Y. Statute of Limitations 6 Years, U.S. Judge Rules

Special to THE DAILY

ALBANY, July 25.—The statute of limitations in New York State is six years, U. S. District Court Judge Stephen W. Brennan ruled in a five-page decision denying a motion by defendants in the $1,500,000 anti-trust action of St. Lawrence Investors, Inc., operating the American in Canton, against Schine Chain Theatres, Inc. and other Schine companies, as well as eight major distributors.

The defendants argued that the limitations statute, under Section 49 of the New York Civil Practice Act, was three years. One, Universal Film Exchanges, Inc., which Judge Brennan pointed out was not made a defendant until July 17, 1954,—"a period of three years after commencement of the action"—moved for the dismissal of the complaint, on the ground of that alleged defense. Universal Pictures, Inc. was an original defendant.

In denying the motions, Judge Brennan ruled that the decision of Judge Sylvester Ryan in Leonia Amusement Corp. v. Loew's was correct; that Section 48 (2) of the Civil Practice Act "controls," rather than Section 49 (3 and 7).

Sees Leonia Case as Precedent

Judge Brennan wrote that he had "no hesitancy" in following the New York district decision. He commented that the greater portions of the briefs nied by plaintiff and defendants in St. Lawrence Investors vs. Schines et al, were made up of historical references and contentions presented in the Leonia case; that Judge Ryan had given "comprehensive treatment" to the question.

Judge Brennan's ruling will affect two other industry anti-trust suits pending in the Northern District of New York. A recently enacted Federal statute places the statutory-limit period at four years in the future. The statute of limitations, in anti-trust cases, has depended upon that prevailing in the state where the action started.

Leonard L. Rosenthal, of Albany, is attorney for the plaintiff in the Canton case.

Japan Film Exports Up 42% in 6 Months

Special to THE DAILY

TOKYO, July 25. — Japanese pictures exported during the first six months of 1955 totaled 744, which is 221 more than last year, an increase of 42 per cent. Of these, 506 were features, 69 were shorts and 199 newsreels.

During the same period, 593 films were released in Japan. Of these, 233 were features, 331 were shorts and newsreels, while 89 were imported films. Over 70 per cent of the foreign films were American.

Technicolor Takes Cinecolor Plant

HOLLYWOOD, July 25.—Technicolor Motion Picture Corp. today took title to the buildings and grounds, which were formerly owned by Color Corp. of America in Burbank.

Technicolor will utilize the former Cinecolor plant for its research staff and laboratories. Plans for redesigning the building to fit Technicolor's expanding research program are now under way, according to Herbert T. Kalmus, president.

House Votes to Lift Radio, TV Set Tax

WASHINGTON, July 25.—The House passed and sent to the Senate a bill to lift the 10 per cent Federal excise tax from radio and TV sets used in connection with a business. The bill would help out film companies using such sets for on-location work or for other purposes.

The House Ways and Means Committee, meanwhile, considered but decided against action this year on a proposal to exempt TV entertainment sets with UHF facilities from the 10 per cent manufacturers excise tax.

'Carousel' Wins Award

IFE's color musical "Neapolitan Carousel" has won the 1955 Italian "Oscar," the Silver Ribbon, for set designer Mario Chiari, the film company announced.

Off-Beat, Non-Screen Attractions Being Used by Conn. Drive-Ins; Offer Air Shows

Special to THE DAILY

HARTFORD, July 25.—Continuing their search for off-beat, non-screen entertainment, Connecticut drive-in theatre operators are coming up with an impressive roster of personalities and attractions.

Latest innovation is an hour's broadcast, via WWCO, Waterbury, from the newly-opened Watertown Drive-In, promoted by drive-in operators Fred Quatrano and John Sirica.

"Wild Man Steve," billed as "Connecticut's Favorite 'Son of Fun,'" entertains both patrons and listeners with an hour's show (aired from 7:30 to 8:30) from the theatre's patio on Friday nights.

. . . NEWS ROUNDUP

39 British Films to ABC-TV

The television network of American Broadcasting Co. has acquired 39 feature-length films made in England and plans to televise them as a film series to be shown each Sunday on the network from 7:30 to 9 P.M., starting Sept. 18.

■

ARC Films to N. E. First

Meetings between Joseph Levine, New England representative now visiting in Hollywood, and James Nicholson, president of American Releasing Corp., have resulted in a decision to set up all future ARC releases for saturation bookings in the New England territory prior to general national release.

■

Warwick Buys Novel

Ronald Kemp's first novel, "No Time To Die," has been purchased by Warwick Productions. Production will be under way in 1956 and Columbia will release the film.

■

"Rembrandt" to Brazil

DCA's "Rembrandt; A Self Portrait," a candidate for an Academy Award in the documentary short subject group, will be among the films representing the United States at the Brazilian Film Festival in Sao Paulo. The festival is sponsored by the Ministry of Education for cultural purposes.

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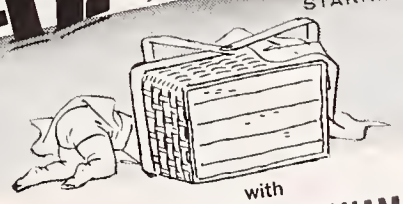
SIR: CHANGE BABY, CHARM BABE, STALL SECRET AGENTS. "OPERATION DIAPER" UNDERWAY!

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Directed by JOHN BRAHM • An N. PETER RATHVON Production



SEALED WITH LAUGHS 'N' KISSES FROM *Columbia*

O'Neil

(*Continued from page* 1)

absent Hughes, culminating the purchasing negotiations, which began some six months ago. The contract for the purchase of RKO Radio Pictures was signed on July 19 in Las Vegas.

Attending the "shirt sleeve" transaction in the humid conference room of the First National Bank for General Teleradio were vice-presidents George Rumpel and Jack Poor, attorneys Elijah Goldfarb and William Reagan, and executive staffer Robert Manby, in addition to O'Neil. Slack was accompanied by attorneys and representatives of the Irving Trust Bank.

According to representatives of General Teleradio, the transaction—from O'Neil to Slack—was originally scheduled for 3 P.M. this afternoon, but was moved up to 10:30 A.M. this morning. The exchange then was delayed until 11:45 A.M. because, a GT representative said, Slack took the wrong train from New York, arrived in Newark and was some time discovering his error and getting to the Jersey City bank.

Photographer to Rescue

Because of faulty air conditioning in the bank's conference room, some fans were brought in and while the GT executives and Slack were signing the necessary transaction papers, a cut and dried affair, the $25,000,000 check was lying on a table unattended. A gust of air picked up the check and swept it towards an open window, but a photographer managed to grab it in time, the GT representative said. The representative stated that the exchange and signing of papers did not take too long due to the desire by all parties to get out of the warm room.

Slack will return to Springwood, Va., some time late tonight or early tomorrow. He said that a meeting with Hughes will take place shortly. The attorney said that he did not know what Hughes' future plans, if any, in the motion picture field might be.

O'Neil will hold a press conference tomorrow afternoon at the Cottage Room of the Hampshire House in New York.

Three of 7 Reviewed Rated 'B' by Legion

Of the seven pictures reviewed in the latest listing of the National Legion of Decency, three have been placed in Class B and four in Class A.

In Class B are "The Girl Rush," "How to Be Very Very Popular" and "My Sister Eileen."

"The Left Hand of God" and "To Catch a Thief" have been rated as Class A, Section 2, while in Class A, Section 1, are "The Dam Busters" and "The King's Thief."



At World Premiere of 'Virgin Queen'



Bette Davis, star of 20th Century-Fox's "The Virgin Queen," being interviewed in front of the Strand Theatre, Portland, Me., where the picture was given its world premiere last Friday night for the benefit of the Children's Theatre of Portland, and with scores of celebrities and press representatives as guests of the company.

Name Max Thorpe

(*Continued from page* 1)

(Mike) Frankovich to succeed Thorpe in the post of managing director of Columbia Pictures Corp., Ltd.

Frankovich has been active during the last few years in independent production, although his earlier motion picture experience included a distribution background. He has recently completed "Footsteps in the Fog" and "Joe Macbeth" for Columbia release. In view, however, of the importance of this assignment, Frankovich will forego any further independent production activities and will devote himself exclusively to the supervision of Columbia's activities in England, Kastner said.

Kastner also announced that William Levy has been appointed to the position of manager of distribution.

Up to $4,300,000 Expected by USIA

WASHINGTON, July 25.—Officials of the U. S. Information Agency expect that between $4,000,000 and $4,300,000 will be allotted to the motion picture program for the current year.

This would be up sharply from the $3,087,000 on which the film program operated during the year ending June 30. The agency had sought $4,484,000 for the film program for this year.

U.S.I.A. had asked $88,500,000 for this year for the entire agency, and Congress voted $85,000,000. Congress did not specify how the total was to be allotted the various media. Agency officials said that they thought that they would feel their way for some time in breaking the total down among the media, but that they were confident that the film program would be over $4,000,000 and possibly up as high as $4,300,000.

Cinerama

(*Continued from page* 1)

to start production of a film in the system if S-W had not started work on a third production in the first two years of its exclusive contract.

"Cinerama Holiday" was produced under S-W auspices, while S-W has near completion "Seven Wonders of the World." An S-W spokesman declined comment on the production plans of Cinerama, Inc., yesterday.

Working on Three

Cinerama, Inc., disclosed that Leenhouts is working on the development of three story properties and hopes to get into production shortly. Leenhouts, starting his career in theatrical films, played a prominent role in training films during the war. He was an executive vice-president of Cinerama, resigning the post in 1952 but continuing as a consultant.

It's Paul Gregory Day in Des Moines

DES MOINES, Ia., July 25.—This city tomorrow will make a day-long tribute to native son Paul Gregory and his first picture production, "The Night of the Hunter," United Artists release which will have a benefit world premiere tomorrow evening at the Paramount Theatre here.

Gov. Leo A. Hoegh of Iowa and Mayor Joe Van Dreser of Des Moines head the list of civic dignitaries who will join a contingent of film stars in a round of events spotlighting the showing of "The Night of the Hunter." The premiere ceremonies, climaxing a city-wide observance of Paul Gregory Day, will be telecast across the country over Steve Allen's "Tonight" program on NBC.

Proceeds from the benefit bow sponsored by the Des Moines Chamber of Commerce will go to the YMCA.

Schlesinger

(*Continued from page* 1)

to leave here for New York on Wednesday. Arriving there the following day, Skouras plans to leave for Hollywood next Friday.

While all of the Schlesinger interests are to be bought at an undisclosed "blanket" price, it has already been announced that £5 ($14) per share will be offered for all the remaining ordinaries. It is understood here that formal notices of the offer will be sent to the outstanding ordinary holders immediately the covering agreement is signed.

The transaction will be carried out in pounds sterling, not dollars. At his press conference here last week, Skouras said that he could not disclose the exact amount involved in the entire deal. It is freely stated in the City of London money market that the amount is around £10 million ($28,000,000).

The issued capital of African Theatres is £1.3 million, consisting of £800,000 in 6 per cent preference shares, £490,000 in ordinary shares and £10,000 in founders' shares.

Skouras also made it clear that 20th-Fox is not interested in the ordinary and preference shares in Odeon Cinema Holdings held by African Theatres. These shares, in fact, were specifically excluded from the deal. It is understood that they will be bought from African Theatres by the Schlesinger organisation in order to keep them in South African hands.

It is estimated here that the deal, if successfully completed, will give 20th-Fox around 140 theatres in South Africa as well as other properties, including live theatres.

The Rank Organisation has a 25 per cent interest in African Consolidated Theatres which operates the 140 theatres involved. But it is assumed that 20th-Fox will ensure control by adding to the 20 per cent interest in Consolidated now held by the Schlesingers the 35 per cent interest held by African Theatres as a company.

Kilgore

(*Continued from page* 1)

N. Y.) in sponsoring legislation to overturn the recent Supreme Court decision in the Goldman Theatre case. In that case, the high court held that not only were the actual damages won in such suits taxable but also the punitive damages.

Like Celler, Kilgore argued that the court's ruling, "in depriving plaintiffs of most of the financial benefits of successful prosecution of these complex, lengthy and expensive anti-trust actions, the Supreme Court's ruling discourages vigorous prosecution of pending suits and deters the filing of new complaints."

Kilgore indicated that the Department of Justice was sympathetic to the move being made by Celler and himself. He quoted a Justice Department letter which declared that private anti-trust suits have aided in the enforcement of the anti-trust laws, and that "we are therefore concerned with any tax situation which might discourage filing such suits and encourage the violation of the anti-trust laws."

PEOPLE

Leon Bamberger, sales promotion manager for RKO Radio, reports from Excelsior, Minn., where he is vacationing that **Harold Field** will entertain for filmdom friends at his home near there next Saturday.

¤

Tom Moyer has added the Powell Valley Drive-In, at Portland, Ore., to his chain of theatres. The drive-in was acquired from Bruce Keller and Associates.

¤

Hugh J. Campbell of the Central Theatre, West Hartford, Conn., is celebrating his 40th year in the film industry.

¤

Dean Matthews was recently appointed manager of the Hamrick Theatres in Portand, Ore., succeeding **Marvin Fox** who has resigned.

¤

Jerome Saffron, Columbia branch manager in Cleveland, is vacationing in Banff and Lake Louise, in the northwest.

3,600 Houses Pledge Hospital Collections

More than 3,600 theatres have already sent in their pledges to cooperate in the one-day audience collection for the benefit of the Will Rogers Memorial Hospital and Research Laboratories, it was announced yesterday by S. H. Fabian, national chairman of the drive.

The number of pledges including top circuits of the country is mounting daily with a large percentage stating they will continue their collections beyond the opening day and many for the entire week of Aug. 15, Fabian said.

Among the pledged theatres are those of American Theatres Corp., Associated Prudential, Brandt Theatres, Blumenfeld Theatres, Central States, Chakeres Theatres, Century Theatres, Claughton Theatres, Cinema Circuit, Commonwealth Amusement, Crescent Amusement, Dickinson Operating Co., Durwood Theatres, Evergreen, Claude Ezell & Associates, Elmart Theatres, A. M. Ellis Theatres, Fabian Theatres, Fanchon & Marco, Fox Midwest, Fox West Coast, Interboro Circuit, Interstate Circuit of Texas, Iowa United Theatres, J. J. Theatres, Kallett Theatres, Robert Lippert Theatres, Lockwood & Gordon, E. M. Loew Theatres, Loew's, Inc., Martin Theatres, Milgram Theatres, Neighborhood Theatres, New England Theatres, Pioneer Theatre Corp., Poli-New England, RKO Theatres, Randforce Amusement, Walter Reade Theatres, Rogers Theatres, Roth Theatres, Rowley United, Skirball Brothers, Skouras Theatres, Smith Management, Standard Theatres, Stanley Warner, Stewart & Everett, Trans-Lux, Tri-States Theatre Corp., Wallace Theatres, and hundreds of individual theatres.

PROJECTOR-SPOTLIGHT COMBINED DEVELOPED BY EXECUTIVE OF S-W

From THE DAILY Bureau

WASHINGTON, July 25.—A Stanley-Warner Theatres executive has developed a unique method of harnessing the light of a motion picture projector and using it in place of special spotlights.

The new device, patented under the trade name of "Project-O-Spot," was invented by J. Alton Pratt, head of the Stanley Warner Theatres Washington zone projection and sound department.

Pratt declared his device would cost "appreciably less" than a booth spotlight and would also eliminate the need for a special spotlight generator. Moreover, he said, many theatres with booths too small to use conventional spotlight equipment could use it to spotlight any stage activities. Cost was reported at $250, with no installation charge.

Directly on the Lens

Pratt's device is attached directly to the lens of a projection machine, and by merely moving a small knob projecting from the box attachment a free-moving light—either clear or colored—results. Two fingers can manipulate the device and follow any action on the stage, whether movement is from side to side or up and down, he said.

The Project-O-Spot kit is said to be compact. It includes a small aluminum box containing the reflecting and controlling features, a specially ground projector lens, and various other items. The device may be used with either 35mm. or 16mm. projectors.

Insurance

(*Continued from page* 1)

the TOA bulletin noted that "the rate decreases are small while the increases are substantial." It also was noted that the casualty underwriters bureau has revised its rules on public liability rates for drive-in theatres. The charge for the purchase of limits in excess of $5,000 each person and $10,000 each accident, has been reduced, the bulletin stated.

Regarding the safety campaign, the bulletin stated that literature and other pertinent data will be sent to all TOA members in the near future. TOA field men, it was added, will offer personal instruction to exhibitors on their visits.

Report IATSE

(*Continued from page* 1)

pension fund. "IA" spokesmen could not be reached for comment.

Another demand said to be sought by the union in its new contract, slated to replace the present one which expires on Oct. 25, is an increase in basic wage scales.

Carolina Exhibitors Hear Coyne on Poll

CHARLOTTE, July 25. — North and South Carolina exhibitors, branch managers, salesmen and other persons connected with the industry are learning that the audience awards plan of the Council of Motion Picture Organizations will work.

In a series of two-day meetings which began yesterday, Robert W. Coyne, COMPO's general counsel, is explaining the operation of the poll. Yesterday Coyne spoke to about 100 exhibitors and branch managers. He told them that the ballots on which audiences will vote for their favorite pictures, stars and new stars will be distributed in November.

C. A. Dandelake, president of the Theatre Owners Association of North and South Carolina, opened the meeting, later turning it over to H. F. Kincey, who presided for most of the session.

Fully-Equipped New Home Is Denver COMPO Prize

DENVER, July 25.—At a luncheon meeting presided over by Robert Selig, Denver metropolitan area chairman for the Audience Awards of the Council of Motion Picture Organizations, it was decided to run a local poll with 25 prizes, topped by a three-bedroom, two-bath new house with lot, clothes in closets for every member of the family and a new auto in the garage to the person whose COMPO audience poll list comes closest to the national winners.

Several committees have been named to push publicity. Plans call for numerous such contests, with probably smaller prizes in many populous centers in the Denver film area.

Teen-Agers Protest Brockton Film Fare; 1,000 Sign Petition

Special to THE DAILY

BROCKTON, Mass., July 25.—A petition protesting the type of pictures being shown in the city of Brockton has been signed by about 1,000 teen-agers to be presented to Mayor Lucey and the managers of the three Brockton theatres. Two high school girls contacted Father O'Donovan, head of the Catholic Youth Organization council, asking him "if something could be done about the type of picture being shown at the present time in the city."

Analyse Two Months' Shows

The girls pinpointed their complaint by going back from the first week in May to the first week in July and prepared a listing of the films shown during that period. Father O'Donovan stated that of these films, 11 out of 18 in one theatre, 10 out of 18 in another and eight out of 17 in the third were "objectionable for young people to see." He talked to the directors of the CYO units in eight Catholic Churches in the city asking to have the subject brought up at Sunday masses.

New IFE Title

"Barefoot Savage" is the new title for IFE's American language drama, "Sensualita." The title change was effected as a result of numerous exhibitor requests and a trial engagement at the Lower Mall Theatre in Cleveland.



*EVERYBODY WHO'S ANYBODY wants to see MY SISTER EILEEN, a Columbia picture, starring Janet Leigh, Jack Lemmon and Betty Garrett. The freshest, funniest Technicolor musical that ever went singing across the CinemaScope screen!

HOLLYWOOD
on the march

By SAMUEL D. BERNS

CLOUTS McCARDLE overheard Joe Frisco telling George Gobel and Norman Taurog on "The Lady Eve" set about his wonderful luck at Hollywood Park "I had a g-g-g-good day at the track yesterday. I w-w-w-won a r-r-r-ride home."

☆

Stanley Goldsmith, specialist in overseas production management, will add Stanley Kramer's "The Pride and the Passion" to his credits. He leaves for Spain next week.

☆

June Allyson checked into Columbia to begin rehearsals on the musical version of "It Happened One Night," taking orders from her husband, Dick Powell, who will produce and direct.

☆

If "I Am a Camera" is loaded with the right kind of film it will get a PCA seal. If the negative is negative to PCA, then DCA distributors intend to follow "The Moon Is Blue" pattern of exploitation.

☆

Alan Bernheim is leaving Famous Artists to become a partner in an international theatrical literary agency venture with French producer Ray Ventura with offices in New York and headquarters in Paris. The plan includes researching all kinds of foreign film for remake rights.

☆

Frank Rosenberg will handle the chairmanship of the public relations committee for the Screen Producers Guild with Frank McCarthy as associate chairman.

☆

Milton Sperling is getting ready to show the General Douglas MacArthur scene from "The Court Martial of Billy Mitchell." The general is the only living survivor of 13 judges who presided at the opening of the historic trial in 1925 and heard Mitchell predict Japan's attack on Pearl Harbor.

☆

Five Warner Bros. units are out on scouting missions for locations on pictures ready to roll.

Canada Film Board Gets Year's Budget

OTTAWA, July 25. — Canadian Parliament has approved expenditure of $3,193,730 for the current year for the administration, production and distribution of films and other visual materials of the National Film Board.

Other expenditures of the board approved included $665,290 to provide for the dismantling, conversion and installation of existing equipment, acquisition of new equipment, removal expenses and other costs related to the transfer of the board to new building in Montreal from Ottawa, together with $150,700 for acquisition of equipment.

Review

"The Naked Dawn"

(U-I) *Hollywood, July 25*

MOST of those characteristics which distinguish the art-house variety of motion picture from what might be called the trade-wide kind are present, expertly, in this unique offering filmed in Mexico and devoted principally to showing what life is like on the underside of that nation's economic system. It is a story about the poor and the dishonest, unhappy with their lot and ready to improve it by any available means, such as banditry, both voluntary and for hire. It is tawdry and grim and realistic, and violence is abundant, sometimes on the good side but more often on the bad side, but it is convincingly performed and powerfully directed. With the names of Arthur Kennedy and Betta St. John for the marquee, it doubtless is practicable to exhibit it with success in standard theatres, but its natural home is the art house.

Under the expert direction of Edgar G. Ulmer, Kennedy plays with vigor and persuasion a professional bandit who, after a successful robbery in which his pal is killed, comes upon Miss St. John as the unhappy wife of a poor farmer played by Eugene Iglesias. He takes the latter to town with him, to get paid off for the robbery he has committed for hire, and together they string up the crooked express agent who employed him to do the crime. They do not kill the agent, however, at this point, but leave him dangling as they return, via a night of alcoholic abandon, to the farm, loaded with money taken from the express company safe. The money turns all three—bandit, farmer and wife—into schemers, and plots pile up inside of the main plot, with a violent end of the whole coming about in a fashion more closely modeled after all-public pictures than the art-house kind, which could be a strike against the attraction in that area, although not generally.

As is often the case when the seamy side of life in other nations is used as a story setting, Mexico's bright side is never shown in the screenplay by Nina and Herman Schneider. James O. Radford is credited as associate producer of the film, which was made independently and purchased by U-I after completion.

Running time, 82 minutes. Adult classification. Release date, September.

WILLIAM R. WEAVER

Five-Month Gain in TV Set Shipments

WASHINGTON, July 25.—The number of television sets shipped to dealers during the first five months of this year was nearly 13 per cent above the same period of 1954, the Radio-Electronics-Television Manufacturers Association reported. Shipments during May declined seasonally from April but remained above the same month of last year, the association added.

Shipments to Dealers Rise

During the January-May period, 2,677,630 television sets were shipped to dealers, RETMA reported, compared with 2,370,098 shipped during the like 1954 period.

In May, 348,181 sets moved into the hands of dealers compared with 304,227 receivers shipped in May, 1954 and 361,102 in April, 1955.

TV Film to McCarey

HOLLYWOOD, July 25. — Leo McCarey will direct the first television film in the Screen Directors Guild Playhouse series for Eastman Kodak sponsorship, producer Hal Roach, Jr., today disclosed.

$577,850 from PCC

HOLLYWOOD, July 25. — The Permanent Charities Committee, in its semi-annual disbursement, distributed $557,850 among 17 agencies to which PCC funds are allocated, it was disclosed today.

'Shrike' in Phila.

"The Shrike," Universal-International's drama starring Jose Ferrer and June Allyson, will open at the Midtown Theatre in Philadelphia tomorrow for an extended run as the second of a series of key cities prerelease dates.

Award 'U' $40,000 In 'Uncle Tom' Suit

LEXINGTON, Ky., July 25.—Final judgment awarding damages of $40,000 to Universal Pictures has been signed by U. S. Judge H. Church Ford and entered in Federal Court here in Universal's suit against defendants Howard G. Underwood, Sr., and Trans-World Distributing Corp., for infringement of Universal's copyright on "Uncle Tom's Cabin." Universal had already obtained an interlocutory judgment last March that its copyright in "Uncle Tom's Cabin" had been infringed by the defendants, and directing a permanent injunction against further infringement, as well as destruction of infringing prints, negatives and trailers.

Unauthorized 'Duping' Charged

Underwood and Trans-World were charged in Universal's complaint, filed in September, 1952, with unauthorized "duping" of a negative and a number of positive prints of "Uncle Tom's Cabin," and with the unauthorized distribution of the duped prints for exhibition at theatres in various parts of the United States over a period of about two and one-half years. The final judgment continues in effect the permanent injunction previously directed in the interlocutory judgment of last March.

"Uncle Tom's Cabin" was originally produced in 1927 as a silent picture.

Counsel for Universal were Edward A. Sargoy and John F. Whicher of the New York law firm of Sargoy & Stein, and Ben L. Kessinger, Sr., of the Lexington law firm of Harbison, Kessinger, Lyle and Bush. Defendants were represented by attorney Sam P. Strother, Lexington, and Stoll, Keenon & Park, Lexington.

'Thief' Aug. 4

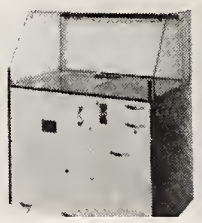
Alfred Hitchcock's "To Catch A Thief," will open at the Paramount Theatre, New York, on Aug. 4.

In the THEATRE
Equipment
& Refreshment
World . . .
. . . *with RAY GALLO*

THE International Seat Corp., Union City, Ind., has extended the backs of all theatre auditorium chairs in its line 2½ inches in length. This was done to give added protection to the upholstery at the back of the seat, thereby reducing wear at that point to a minimum, it was stated. Of all-steel construction, chairs in the International line have a hingeless seat suspension requiring no lubrication. Backs and cushions are removable so that damaged parts may be easily replaced. The chairs are available in a wide choice of seat ends, with aisle lights, with Du Pont enamel metal finishes and in a wide range of plastic-coated leatherettes and other fabrics.

•

A new popcorn warmer called the "Showman" has been announced by National Theatre Supply. (Photo shows rear view.) It is constructed throughout of heavy-gauge steel finished in baked enamel and overlaid with sparkling quilted stainless steel. The well is heated by a Cromolox unit, which is thermostatically controlled. Hot air is blown into the well bottom and circulated through the corn by a large capacity fan. Corn on the counter area is kept warm by a separate Cromolox heating element, and bagged or boxed corn is also heated in the large capacity storage bin.



•

The Bodde Screen Company, which manufactures theatre screens, and the Bodde Projector Company, which makes slide background projection equipment, have moved their headquarters in San Fernando, Calif., to 11541 Bradley Avenue. The new plant gives them an additional 20,000 square feet of building area and offices to manufacture and sell their products.

•

The Pepsi-Cola Company has the franchise for one of the main attractions of the "Frontierland" section of the new Disneyland Park for children at Anaheim, Calif. The company is operating the "bar" in the Golden Horseshoe, a replica of a saloon of the Old West. Billed as the "longest little bar in the world," it offers youngsters "the tallest glassful of Pepsi-Cola" in addition to light luncheons.

•

New in the candy line are mints made with "Mitcham" peppermint oil (said to have an exceptionally strong flavor) by Edward Sharp Sales, Inc., New York. They are packaged in a metal dispenser which can be re-used by patrons after they've finished the candy as a pill or match box. The mints are priced to retail at 15c.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 18 NEW YORK, U.S.A., WEDNESDAY, JULY 27, 1955 TEN CENTS

THEATRICAL FILMS FROM RKO RADIO

Primary Objective, O'Neil Says; TV Sales Secondary

EDITORIAL

RKO Radio Pictures Back in Business

By Sherwin Kane

THE statement by Thomas F. O'Neil, new chairman of the board of RKO Radio, at his ress conference here yesterday hat the renewal of theatrical film roduction and distribution is the rst objective of the new owners f the company will be received ith genuine enthusiasm through- ut the industry, as it must be ithin the company.

O'Neil conceded that the ac- uisition of the RKO Radio film ɔrary for the television interests f General Teleradio, Inc., of which e is president, was the primary bjective when negotiations for urchase of the company from loward Hughes first were broach- d a year ago.

On closer familiarity with the otion picture industry, O'Neil id, he became convinced that ere was no reason why RKO adio, like all other motion picture roducing and distributing com- anies, could not be made to show bstantial profits. That objective w, he said, comes first and what- ver films-for-television activities KO Radio may engage in at me future date is definitely sec- ndary to theatrical film produc- on and distribution.

VEN the release to television of the RKO Radio library of 600 atures and countless shorts will e on as cautious a basis, if and hen it is undertaken, as the policy f any other major company would ctate. In other words, it would e in small doses and definitely stricted to films whose theatrical issue values have been exhausted.

Add to that, O'Neil's assurance

(*Continued on page* 2)

Skouras Returning

Schlesinger-FoxAgreement Is Signed

By PETER BURNUP

LONDON, July 26.—The agreement for purchase by 20th Century-Fox of 140 theatres and other amusement operations of the Schlesinger interests in South Africa was signed in the board room of 20th-Fox's London office at 2 P.M. today.

Signatories to the agreement were Spyros P. Skouras, 20th-Fox president, and John Schlesinger of the South African enterprises.

Present at the signing were Murray Silverstone, president of 20th-Fox International; Albert Cornfield, supervisor of the company's British subsidiary; J. F. Pattinson, sales director of the same company; Otto Koegle, 20th-Fox general counsel; Barry Wieland, United Kingdom representative for Schlesinger, and Richard Harmell, Schlesinger general manager.

Both sides spoke of the happy and prosperous association anticipated for the future. Skouras, Silverstone and Koegle will leave here by plane tomorrow for New York to attend a meeting of their board of directors

(*Continued on page* 4)

No Major Shift in Personnel Seen; Films To TV to Be Apportioned 'Judiciously'; Grainger to Continue as RKO President

By MURRAY HOROWITZ

Plans for the revitalization of RKO Radio Pictures as a major production-distribution organization for theatrical films were outlined here yesterday by Thomas F. O'Neil, president of General Teleradio, the new owner of the RKO production-distribution company.

O'Neil made it clear in his first press conference since his purchase of the company from Howard Hughes that the production and distribution of theatrical films will take precedence over his television plans.

O'Neil, who has been made chairman of the board of RKO Radio Pictures, said regarding his television plans that there would be a "judicious" apportionment from the RKO film library which will be sold to TV.

James R. Grainger will continue as president of RKO Radio Pictures, O'Neil said, adding that he contemplated no personnel changes in the company at this time.

As to the studio, he said that Charles L. Glett will be in charge of all studio operations and that C. J. Tevlin, vice-president in charge of studio operations, was expected to resign. Tevlin later in the day announced his resignation from the Coast.

O'Neil, in emphasizing his intentions to revitalize the company, contrasted his "vigorous" approach to the production and distribution of motion pictures as a buyer to that of Hughes, who, he said, for quite a while has operated the studio with the intention to sell the property.

The president of General Teleradio,

(*Continued on page* 5)

Highlights of O'Neil Interview

FOLLOWING are highlights of statements concerning plans and policies for RKO Radio Pictures made by Thomas F. O'Neil yesterday at his first press conference since the purchase of the company by the General Tire & Rubber Co., which he represents.

First aim is to re-establish RKO Radio as a major producer-distributor of theatrical films. No liquidation contemplated.

Disposal of RKO film library to television, if and when decided upon, would be on conservative basis with due regard for reissue values of theatrical films.

Changes in company personnel will be made only as business necessity dictates, with no major executive changes immediately in view.

"The Virgin Queen"

(20th Century-Fox) *Hollywood, July 26*

NO more fitting film queen could have worn the regal robes of Good Queen Bess with as much authority and conviction as Bette Davis to glorify a historical relationship with Sir Walter Raleigh. No wiser choice than Richard Todd could have been made for the coveted co-starring role. His dynamic eloquence in defense of principle, when confronted on more than one occasion with the Queen's selfish jealousies, will charge audiences with its highly absorbing entertainment.

Miss Davis, despite uncomplimentary, yet fascinating make-up, disclosing the fact that the Queen lost her hair as a result of a dangerous fever at an early age, brings great sympathy to her role. The hinge upon which the title sways is the reasoned bitterness of the Queen from her knowledge of her physician's remark during her youth that she would be unable to bear children.

The screenplay by Harry Brown and Mindret Lord, written with

(*Continued on page* 4)

$20,000,000 Came From Chase Bank

The Chase Manhattan Bank provided $20,000,000 of the $25,000,000 in cash employed in the purchase of RKO Radio Pictures from Howard Hughes, it was disclosed here yesterday by Thomas F. O'Neil, new RKO Radio Pictures board chairman.

The remaining $5,000,000 was supplied by the General Tire and Rubber Co., the parent company of General Teleradio which consummated the deal with Hughes. O'Neil declined to state the terms of the loan from Chase Manhattan Bank.

PERSONAL MENTION

SPYROS P. SKOURAS, president of 20th Century-Fox, with MURRAY SILVERSTONE and OTTO E. KOEGEL, president and director, respectively, of 20th Century-Fox International Corp., will return to New York tomorrow from London via B.O.A.C. Monarch.

•

CHARLES J. FELDMAN, Universal Pictures vice-president and general sales manager, has returned to New York from the Coast.

•

WALTER BRANSON, RKO Radio worldwide sales manager, left Le Havre yesterday aboard the "Liberte" for New York.

•

JOSEPH GINS, Universal Pictures Eastern district manager, was in Gloversville, N. Y., this week from Boston.

•

SONYA LEVIEN HOVEY, M-G-M writer, left New York for the Coast shortly after having returned here from Europe.

•

HAL WALLIS will leave New York for Europe today aboard the "Queen Mary."

•

JAMES R. VELDE, United Artists Western division manager, will leave Des Moines today for Omaha.

•

JEROME WHYTE, theatrical producer, will leave New York for Europe today aboard the "Queen Mary."

•

RUDY STERNAD, designer, will arrive in New York today from Hollywood.

•

E. P. DELAVIGNE, of the M-G-M studio labor relations staff, has arrived in New York from the Coast.

•

LAWRENCE SCHWAB, producer, will leave New York on Monday for the Coast.

•

ROGER MOORE, British actor, has returned to London from New York via B.O.A.C.

•

JACK SANSON, of the Stanley Warner Strand Theatre, Hartford, has left there on vacation.

•

JANET LEIGH left New York yesterday for London.
M P DAILY—WARD July 26

SAG Will Have Own Hollywood Building

HOLLYWOOD, July 26. — The Screen Actors Guild today announced the closing of a contract for the construction of a two-and-a-half-story building on Sunset Boulevard to house the national headquarters for the guild, which has leased space on Hollywood Boulevard for the past 17 years.

The new building will have executive offices, a board room, general offices and other accommodations, in floor space totalling 16,300 square feet.

Editorial

(Continued from page 1)

that there will be no executive or personnel changes throughout the company which are not dictated by good business judgment or necessity and the industry has the prospect of one of its somnolent major companies awakened and restored to normal business status with a minimum of disturbance internally as well as externally.

THE industry is indeed fortunate in having had added to its administrative manpower a businessman with the character, sense of responsibility and sound judgment of Thomas F. O'Neil and other members of the interests he represents.

Surely, all branches of the industry will applaud his stated policies and will wish him a speedy realization of the goals he has set for the new RKO Radio. Producers and distributors will be glad to know that he has no thoughts of "dumping" hundreds of feature films on the television market at this or any other time in the immediate future.

Exhibitors will rejoice that his primary aim is to restore RKO Radio to the full status of a major producer and distributor in a period of product shortage, rather than increasing their problems by first serving the interests of their television competition.

All in the industry will be gratified to know of O'Neil's confidence in the motion picture and the future of the theatre.

14 UA Offices Top Overseas Quotas

Fourteen of United Artists' overseas branches have topped their billings quotas in the first six-month competition of the year-long, international "Blockbuster Drive" honoring Robert S. Benjamin, chairman of the board, it was announced by drive co-captains Arnold M. Picker, vice-president in charge of foreign distribution, and Louis Lober, general manager of the foreign department.

The winning offices include three branches in the French organization: Casablanca, Algiers and Tunis; two in Australia: Adelaide and Perth; and Tokyo (Japan); Stockholm (Sweden); Manila (Philippines); Santiago (Chile); Taipei (Taiwan); Singapore (Straits Settlements); Port of Spain (Trinidad); Glasgow (Great Britain); Curitiba (Brazil). Each branch will receive a cash prize.

In addition to the billings feature of the contest in which the individual foreign branches compete against each other, there are two other phases—administrative and exploitation—in which territory is pitted against territory.

The three winning countries in the administrative phase of the first six-month contest are Argentina, Australia and Denmark. The top three in the exploitation phase are France, Cuba and Thailand. Each of these territories will receive an inscribed Victory Cup.

To Resume IA Talks on Coast

Negotiations on the new IATSE contract covering craft studio workers will get under way in September on the Coast, it was learned here yesterday in the wake of Monday's meeting of film company presidents and executives.

A film company official, expressing coolness to the demands sought by IA, said an exact date for the talks had not been set as yet. The official confirmed the report that the IA for the first time is now seeking a royalty payment for craft workers for theatrical films sold to TV or reissued.

5% Sought

The IA, he said, is requesting a five per cent royalty on theatrical films released to TV and reissues, to be paid into the union's pension fund. Other proposals made by IA include a five-day work week and a 20 per cent weekly wage hike. It was "conservatively" estimated that it would cost the industry $50,000,000 to meet the IA proposals.

Y. Frank Freeman, chairman of the Association of Motion Picture Producers, who relayed the IA proposals to company heads at Monday's meeting, is expected to remain here until the end of the week before returning to the Coast.

The present IA contract expires on Oct. 25.

'Stranger' Bows in London Tonight

LONDON, July 26.—Members of the British royal family, diplomatic officials from four continents, world celebrities and a contingent of Hollywood stars and production leaders will gather at the Odeon Leicester Square Theatre here tomorrow night for the British premiere of Stanley Kramer's "Not As A Stranger."

Guests of honor at the royal performance include Kramer, who produced and directed the United Artists release, and Olivia de Havilland, Robert Mitchum, Gloria Grahame and Broderick Crawford, who are starred in the screen adaptation of Morton Thompson's novel.

Joseph McDermott, 64

BOSTON, July 26.—Funeral services for Joseph J. McDermott, 64, manager of ATC's Wollaston Theatre since 1930, will be held in St. Ann's Church, Quincy tomorrow. He leaves his wife, a son and daughter, two sisters and a brother. He had been ill for the past month.

. . . NEWS ROUNDUP

Sues Benson Drive-In

The Parsons Construction Co. has filed a lien foreclosure suit against the Benson Drive-In Corp. for $156,382, which it says is still owed to it for building the Sky View Drive-In in Omaha last fall, on a cost plus 10 per cent basis.

■

Kodak Interns in Rochester

Eight young women, all college graduates, will participate in a training program at Kodak by beginning their one-year administrative internships today in industrial nutrition in the Eastman Kodak Co.'s Rochester plants.

■

Ideas for 'Pearl' Pressbook

Ten exhibitors have contributed economical promotion ideas to the pressbook for the Bogeaus-RKO production, "Pearl of the South Pacific." The theatre men will receive $10 each, the regular sum paid to contributors of the "Do-It-Yourself" section of RKO pressbooks.

■

Canada Film Bd. Expands

Canada's National Film Board, at work on a building program in Montreal, will be able to occupy their technical laboratory some time in October or November. They expect occupancy to be completed by April, 1956.

■

Canada Film Exports Rise

Canadian exports of films increased to $1,821,000 in the first five months of 1955, in contrast to $1,793,000 for the corresponding period of 1954, the Canadian Government reports.

■

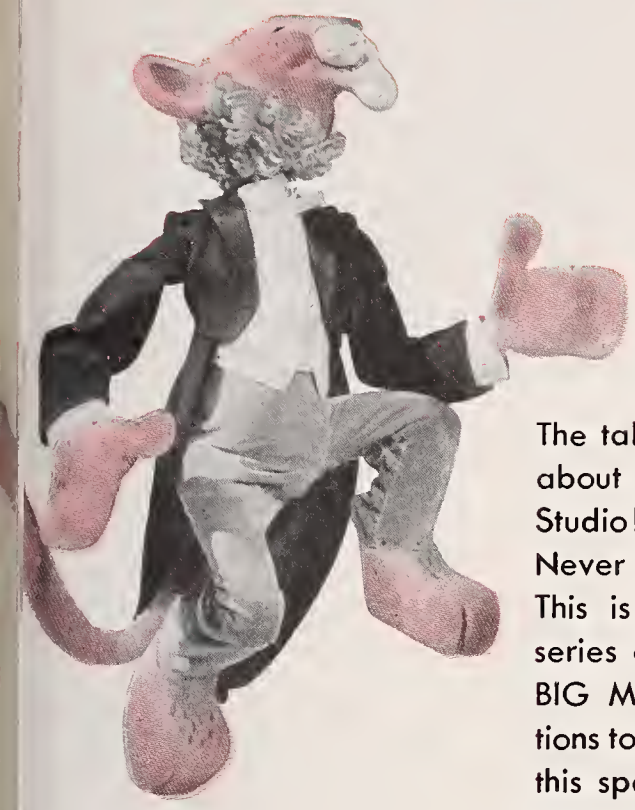
New Conn. Drive-in Opens

Phil Cahill and associates have opened their newly-constructed 800-car Clinton Drive-in Theatre, at Clinton, Conn.



MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second-class matter Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10¢.

THE MOST FROM THE COAST!



The talk out West is about the M-G-M Studio! ZOOMING! Never such activity! This is No. 1 of a series of ads about BIG M-G-M attractions to come. Watch this space for more and more of the GREATEST!



FORECAST!

"IT'S ALWAYS FAIR WEATHER"

(In CINEMASCOPE and COLOR)

The grapevine from Hollywood is buzzing about this gigantic, gorgeous musical sunburst. Star-bright talents glorify this great ENTERTAINMENT!

★

M-G-M presents in CinemaScope • "IT'S ALWAYS FAIR WEATHER" starring Gene Kelly • Dan Dailey • Cyd Charisse Dolores Gray • Michael Kidd • Story snd Screen Play by Betty Comden and Adolph Green • Music by André Previn • Lyrics by Betty Comden and Adolph Green • Photographed in Eastman Color • Directed by Gene Kelly and Stanley Donen • Produced by Arthur Freed



"IVANHOE" DOUGH!

"QUENTIN DURWARD"

(In CINEMASCOPE and COLOR)

The producers of "Ivanhoe" have brought to life an equally great romantic novel by the master story-teller, Sir Walter Scott. Filmed in the real locations abroad.

★

M-G-M presents in CinemaScope • Sir Walter Scott's "QUENTIN DURWARD" starring Robert Taylor • Kay Kendall • Robert Morley • Photographed in Eastman Color • Screen Play by Robert Ardrey • Adaptation by George Froeschel • Directed by Richard Thorpe • Produced by Pandro S. Berman



VERDICT— SMASH!

"TRIAL"

Prize-winning story of the teen-ager on trial for the "Petting Party Murder." A young law professor defends him in a story that packs unusual power.

★

M-G-M presents "TRIAL" starring Glenn Ford • Dorothy McGuire • Arthur Kennedy • John Hodiak • Katy Jurado with Rafael Campos • Juano Hernandez • Written by Don M. Mankiewicz from his Harper's Prize Novel • Directed by Mark Robson • Produced by Charles Schnee

Overseas Gross of $52,000,000 Seen By 20th in 1955

Due to the rapidly rising number of foreign CinemaScope installations and the product being released abroad by 20th Century-Fox, company officials expect the 1955 gross of the international sales organization to be "no less than $52,000,000."

According to a top 20th-Fox executive, this estimate was based on the results of the first half of this year, 33 per cent ahead of the 1954 period, in the overseas sales territories. Previously, 20th-Fox expected the foreign gross to be about $50,000,000.

The official stated that the global profit from rentals of the first 26 CinemaScope feature releases amount to $47,000,000 in contrast to the global rentals accrued from 25 conventional features released in the year before the introduction of CinemaScope, which added up to a loss of $6,000,000.

Points to Worldwide Use

The impact of CinemaScope on world audiences is emphasized by the number of theatres equipped and being equipped with CinemaScope, the 20th-Fox official stated. The number of theatres throughout the world equipped or with orders for installations, was set at 23,323 on July 16, he said.

In the domestic market, the executive said that due to the larger number of CinemaScope installations in outdoor theatres and an ample feature backlog, drive-in rentals in the first two weeks of July were 109.73 per cent greater than those for the same period in 1954. He pointed out that more than 2,800 domestic outdoor theatres were equipped with the wide-screen medium.

Schlesinger-Fox Deal

(Continued from page 1)

scheduled for Friday. Skouras plans to leave for Hollywood after the meeting.

Under the agreement of purchase signed today, most details of which were published in MOTION PICTURE DAILY earlier, 20th-Fox will acquire certain theatres and other properties privately owned by the Schlesinger group, but which are either leased to African Theatres or connected with that company, in addition to the wholly owned African Theatres' properties.

The transaction is subject to 20th-Fox being able to acquire all the remaining ordinary shares in African Theatres, other than those at present held by the Schlesinger interests, or at least 90 per cent of the total. If that is not achieved by Dec. 1 next, 20th-Fox has the option of cancelling the arrangement.

Financial quarters here estimate the total acquisition cost at $28,000,000 although no figure has been officially disclosed by the principals.

Skouras stated that his company's policy would be to maintain the South African character of the theatres involved. Only the managing director of African Theatres, Ltd., would be an American. He asserted also that the change in control would make no difference to British films in South Africa.

"The Virgin Queen"

(Continued from page 1)

lyrical charm, clever dialogue and a flair for swashbuckling heroics, embellishes upon the character renowned for the simple gesture of tossing his expensive cape over a small puddle so the Queen would not have to wet her feet in crossing.

Charles Brackett's production is rich in pleasing detail. The settings, stunning costumes of the period and the color by DeLuxe, allows Miss Davis a warmer, more human projection than her notable experience with another member of royalty in one of her earlier film portrayals of an unwed queen.

Gracing the fine cast with an outstanding performance, Joan Collins proves a welcome British import as the Queen's lady-in-waiting who steals the fancy and heart of Todd. Herbert Marshall, Dan O'Herlihy and Robert Douglas likewise register prominently in the action-packed situations.

Henry Koster kept the direction alive throughout, getting top reactions out of the two stars in their strong-willed determinations, with some unusual swordplay sequences to please the thrill hunters. His guidance of the scene establishing Todd's purchase of the famous cape from Hoel Drayton, as a tailor, adds an early sense of humor to the piece.

The story dwells on Queen Elizabeth's attraction to the blunt honesty of Raleigh, who had just returned from fighting in the Irish wars, whose ambition is centered on securing ships from her to bring back riches for the throne from the New World. Harboring a personal desire for his attentions, she makes him a knight and finally grants him a ship.

Infuriated by the report he has been carrying on an affair and has secretly married her lady-in-waiting, she has him tossed into the Tower. She relents on the eve of his execution, when he pleads for the safety of his wife and the future of their unborn child, as she remembers her own days in the Tower when her father was executed. She grants him and Miss Collins a chance to make good in the New World on the promise that he will bring back shiploads of treasured gold.

Franz Waxman's musical score, well-suited to the pace and background; Robert Simpson's editing and Charles Clarke's sharp camera work are all notable assets of the film.

Running time, 92 minutes. General classification. Release in August.

SAMUEL D. BERNS

"The Man Who Loved Redheads"

(Lopert-United Artists)

THIS frivolous bit of chiffon is what in the stilted tradition of English literature used to be called a comedy of manners. As such it is light and airy but without much flavor and may prove either too subtle as satire or not meaty enough as bedroom farce to catch the fancy of American audiences.

The very British flavor of the comedy is not much helped in this instance by an occasionally intrusive commentary, apparently aimed at translating for American audiences.

The story is concerned with the marital infidelities of Mark, Earl of Binfield, career diplomat and peer of the realm. These stem from his youthful infatuation with a redheaded girl. With the aid of a worldly-wise army friend he sets up light housekeeping as Mark Wright, poet and Secret Service agent and as such cavorts through a lifetime of redheads, all of them looking like the flame of his youth and all of them even more closely resembling Moira Shearer.

With this situation established, nothing much happens except discovery by his son, until at age 75, full of wisdom, honors and more redheads, he learns that his wife has known of his double life from its inception. Oddly, this seems to fix everything and lead to a happy old age.

Miss Shearer is her radiant self, lending charm and a moderate versatility. Her appearance, in one incarnation of the red-headed lady, as a prima ballerina gives opportunity for a smoothly competent performance of Tchaikovsky's "Sleeping Beauty" ballet, a high spot of the picture but irrelevant to the plot.

One or two other sequences, notably a caricature of a Mayfair set party of the roaring twenties, reflect the satire intended in Terence Rattigan's script which otherwise barely shows through.

The picture is a London Films production by Joseph Semlo, directed by Harold French. The print is by Technicolor.

Running time, 89 minutes. Adult classification. For July release.

Waterbury Planning 'Roz' Day Aug. 18

Gloria De Haven, who stars with Rosalind Russell in Paramount's "The Girl Rush," will join in the festivities at the world premiere of the VistaVision picture in Waterbury, Conn., on Aug. 18, which also will be "Rosalind Russell Homecoming Day" in that New England city. Miss Russell was born in Waterbury, and the community's Chamber of Commerce is planning a welcome for the star.

One hundred newspaper representatives from New York and Boston will attend the world premiere of "The Girl Rush" and the other Waterbury events surrounding Miss Russell's homecoming.

'Ribbon' in Drive-in Dates in 6 Areas

Six exchange areas will be blanketed with outdoor bookings of John Ford's "She Wore A Yellow Ribbon" during the month of August, it was announced yesterday by Walter Branson, RKO's world-wide sales manager. A concentration of Technicolor prints of the RKO reissue will be available to exchanges in Chicago, Milwaukee, St. Louis, Minneapolis, Detroit and Indianapolis, he said.

This releasing procedure is part of a month-by-month pattern for mass drive-in bookings which RKO is timing to coincide with the outdoor theatre season in various sections of the country.

PEOPLE

Machiko Kyo, Japan's leading actress and star of the Academy Award winning film "Gate of Hell," now in its 8th month at the Guild Theatre, New York, will visit the United States for the first time in September. She will be accompanied from Tokyo by **Matsutaro Kawaguchi,** managing director of the Daiei Motion Picture Co. of Japan and author of the screenplay for "Ugetsu," in which **Miss Kyo** also starred.

¤

Richard Kahn is now employed in the home office advertising and publicity department at Columbia Pictures and is working as a general writer in the press book section. He formerly was with the Buchanan advertising agency.

¤

Buddy Fields joined the Delbridge and O'Haloran office in Detroit as booker.

¤

Raymond Mackes has purchased land near Madison, Fla., for a drive-in.

¤

Bob Miller of Alton has leased the Palace Theatre at Orange City, Ia., from **Carl Harriman** and has assumed active management. Miller operated a grocery store and meat market before taking over the theatre.

¤

Frances Bolton, of Cleveland's National Screen Service branch, has entered University Hospital there for surgery.

¤

Harry Sullivan has been appointed to succeed **Bill Daugherty** as manager of the Lockwood and Gordon East Windsor Drive-In Theatre in Connecticut. Daugherty replaces **Bill Hayes** at the Norwalk Drive-In.

¤

Philip Miles, for six years account supervisor with Lynn Farnol public relations, will resign to assume a position as director of advertising and public relations with Restaurant Associates, Inc., on Aug. 8.

¤

Mae Pollen Katzel, secretary to **Nat Holt** when he was manager of the Palace Theatre in Cleveland, is substituting for **Ilene Steiner** as secretary to **Harold Raives,** Schine Ohio booking manager.

¤

Will Hudson, formerly manager of the Evergreen Theatres in Olympia, Wash., will succeed **Oscar Nyberg** as manager of the New Fox Theatre in Portland. Nyberg is being advanced to manager of the Evergreen Theatres circuit in Oregon.

Will Resume RKO Radio Production, O'Neil Pledges



"Fire away!" O'Neil listens to first question as press interview opens. Robert Manby, of the General Teleradio executive staff, is at right.



"Our first objective originally was to obtain films for television—an inventory and a source of supply." Jack Poor, executive vice-president of G.T. at left.



"We have faith in RKO Radio aud in the motion picture industry. Now our first objective becomes secondary."

Q.P. Photos by Floyd Stone

See Theatrical Film Business As Profitable

(*Continued from page* 1)

which owns large TV and radio interests across the country, acknowledged that initially he approached the possible purchase of RKO Radio Pictures with the view of getting a stockpile of films for TV. He had to change that approach, he explained, when Hughes made it clear he would sell the company only if it remained in the theatrical film field.

Another factor weighing in favor of operating the company as a theatrical film organization, O'Neil continued, was a study conducted by General Teleradio, showing that the theatrical film business "can stand on its own merit." O'Neil parenthetically remarked that all other film companies, with the exception of RKO, are profitably operating their respective firms.

O'Neil and his associates felt that they could make RKO Radio Pictures "a successful" theatrical film venture "in itself," he declared.

Regarding the RKO film library, O'Neil said some of the films will be utilized for reissues to theatres. He further stated that these same reissues would not be shown on TV in a "few days" but "possibly" in a year or so.

He said he had no plans to use the distribution facilities of RKO, other than perhaps the physical facilities, for the distribution of films to TV. General Teleradio, he pointed out, has its own TV distribution facilities, in addition to owning and operating five TV stations.

O'Neil, who spearheaded the negotiations with Hughes for the purchase of RKO for $25,000,000, said that the company may go into the production of TV films.

The new board chairman of RKO, in response to a question, maintained that exhibition has little to fear regarding his TV plans, arguing that the "judicious" release of films from the RKO library "probably will not increase the number of theatrical films circulated" for TV. It must be recognized, he declared, that there is no way to "defeat" TV.

Regarding the operation of RKO Radio Pictures as a theatrical film organization, O'Neil was asked how long it would take before he thought the company could be operated profitably. "I hope very quickly," he replied, "because I'm very nervous in that area." He said RKO contemplates utilization of independents as well as producing on its own.

Subsidiary of G.T.

RKO Radio Pictures, he said, will be operated as a subsidiary of General Teleradio, the parent company of which is General Tire and Rubber Co. O'Neil said that production plans will get under way as soon as possible.

In a prepared statement distributed at the press conference, held at the Hampshire House, O'Neil said in part, "During our year-long investigation, we became convinced that there is a large and growing market for fine films for theatrical distribution. We feel that this is particularly favorable for RKO Radio Pictures, based on its excellent reputation in producing and releasing many outstanding films. We look upon this acquisition at this time as a great opportunity to continue and increase RKO's role in the important theatrical release field.

TV Use 'Likely'

"While the tire company's subsidiary has no finalized plan for releasing films from the RKO library for use in television, certainly this inventory of approximately 600 feature films was a major element of interest in the purchase of RKO by our company. It is quite likely that these films will ultimately appear on television," the statement continued.

Responses to questions clarified the above assertions. O'Neil said that the film library consists of approximately 800 rather than 600 films, but the rights to many of them were in question. He declined to draw a time-table when films in the library would be sold to TV, but rejected reports of an "avalanche" of films being thrown on the TV market. On the contrary, O'Neil envisioned packaging a number of films similar to the "Million Dollar Movie" package assembled and distributed to the TV industry by General Teleradio.

O'Neil's prepared statement took cognizance of reports that the "floodgates" of theatrical films would be opened to TV. Rejecting this concept, the prepared statement declared that "it should be emphasized that no major film company is likely to make its entire library available at one time."

"Rather," the statement continued, "we should envision a judicious apportion that would recognize that there are older

(*Continued on page* 8)

Sees Hughes 'Humanitarian,' Citing Role Of Maintaining RKO as Going Concern

Howard Hughes should be credited for his "humanitarianism" in insisting that any sale by him of RKO Radio Pictures should be contingent on the purchaser pledging to operate the company as a film production-distribution organization, Thomas F. O'Neil, the new chairman of the RKO Radio Pictures board, declared here yesterday.

O'Neil at his first press conference since the $25,000,000 purchase of the company by General Teleradio said that he incorporated his intentions of operating RKO Radio Pictures as a theatrical production-distribution firm in a letter to Hughes. O'Neil, in response to a question, was not clear whether the letter was legally a part of the deal with Hughes.

Hughes, he went on, recognized the product shortage of exhibitors and also was cognizant of the possible loss of jobs at RKO if the company was purchased by anyone intent on liquidating the company. O'Neil, who also is president of General Teleradio, acknowledged that initially he and his associates were mainly interested in RKO's film library as a source of product for TV. Hughes position changed General Teleradio's thinking, O'Neil noted. He added that all previous approaches to Hughes failed because the would-be buyers thought of liquidation rather than operation of the company.

Elect O'Neil Head Of RKO Radio Board

The election of Thomas F. O'Neil as chairman of the board of directors of RKO Radio Pictures was announced here yesterday.

Also elected to the board was Jack Poor, executive vice-president of the Mutual Broadcasting Co. It was further announced at the O'Neil press conference that the following resigned from the board: Howard Hughes, Noah Dietrich and A. D. Simpson. The changes were said to have taken place here on Monday at a board meeting.

No 'Avalanche' Of Old RKO Films to TV

O'Neil Promises Release of 'Jet'

Howard Hughes' production "Jet Pilot," long held back from release, will be distributed within six months or a year, Thomas F. O'Neil, new RKO Radio Pictures board chairman, announced here yesterday.

O'Neil said that "Jet Pilot" was one of the five pictures not yet released, but finished, which were included in his deal with Hughes.

For More Than 35 Years, Exhibitors Have Gotten The Fa

PARAMOUN

HONORED THIS YEAR AS THE BIG PICTURE T

FREDERICK BRISSON Presents

THE GIR

Rosalind Russell's first film as
a song-and-dance girl, following
her brilliant success on the Broadway
stage in the musical, "Wonderful Town"...



VISTAVISION
MOTION PICTURE HIGH-FIDELITY

Starring

ROSALIND RUSSELL
Eddie Albert

with
MARION LORNE • JAMES GLEASON • Produced

(Courtesy of MR. PEEPERS TV CO.)

Tell TV Viewers:
Marion Lorne of the
"Mr. Peepers" show, makes
her screen debut...

Screenplay by Robert Pirosh and Jerome Davi

Dances and Musical Numbers Staged by Robert Alto

ovie Season Off To A Great Boxoffice Start By Celebrating

T WEEK

—late August early September

GHLIGHT THIS FAMOUS EVENT:

L RUSH

It'll be a wonderful thrill for showmen
to present the "Wonderful Town"
girl, having a wonderful time
in that fabulous town—Las Vegas!

Color by TECHNICOLOR

FERNANDO LAMAS
Gloria De Haven

Frederick Brisson • Directed by Robert Pirosh

Based on a Story by Phoebe and Henry Ephron
Songs by Hugh Martin and Ralph Blane

A Paramount Picture

Singing-est Star-Cast
of the year!

All four principals sing
out these rousing hit tunes:

IF YOU'LL ONLY TAKE
A CHANCE
AN OCCASIONAL MAN
AT LAST WE'RE ALONE
CHAMPAGNE
BIRMIN'HAM
OUT OF DOORS
HOMESICK HILLBILLY
THE GIRL RUSH

O'Neil

(Continued from page 5)

films which should probably precede the release of the newer product and that would take account of the physical realities in selling any given number of films."

The statement compared the current television feature film market with the situation that existed on automobiles during the war. When new cars became available, the statement argued, they quickly pushed the older ones aside.

"This same thing will undoubtedly happen in the television business when new good quality feature films become available; they will probably push aside the older product which is now being used out of necessity so that it will be a process of product substitution rather than any real addition of supply to the market," the statement maintained.

Future Growth Stressed

"In conclusion, then," the statement added, "this acquisition was made to project our future growth and to make us better able to develop entertainment both inside and outside the home."

O'Neil at the press conference was flanked by Jack Poor, executive vice-president of Mutual Broadcasting Co., of which General Teleradio is the majority stockholder; Robert Manby, a member of the General Teleradio executive staff; George Ruppel, vice-president and treasurer of Mutual; Dwight Martin, General Teleradio vice-president in charge of its film division; Ed Butler, director of public relations for General Teleradio, and Robert Schmid, General Teleradio vice-president.

Paramount-Vermont In 'Harry' Tie-up

Paramount has arranged for a tie-up with the State of Vermont as a promotional feature of its forthcoming film, "The Trouble with Harry," outdoor scenes of which were filmed in the Green Mountain State during the autumnal season when the rural foliage of the state is at its most colorful.

The Vermont Development Commission has published a 12-page brochure calling attention to the fact that "The Trouble With Harry" was filmed in the state. The brochure presents several full-color photographs showing Hitchcock and his production unit shooting the picture in Vermont woodland and pasture areas during the autumn.

The Commission will distribute 250,000 copies of these brochures to the general public through its own vacation information centers, hotels, tourist clubs, resorts, etc. Paramount branches throughout the country will distribute 25,000 to theatres and circuit headquarters.

FPC 'Face-Lifting'

TORONTO, July 26. — Famous Players Canadian Corp. has temporarily closed the third theatre in Hamilton, Ont., for reconstruction. The latest in the face-lifting series is the Century which will re-open late in August with numerous improvements, according to manager Mel Jolley. Previously closed in the overhaul program at Hamilton were the Tivoli and Downtown Theatres in succession.

TV Film Web Not Planned: O'Neil

General Teleradio has no immediate plans for establishment of a television network for film programming, as has been frequently rumored, Thomas F. O'Neil said at his press conference yesterday. He did not rule out the possibility of a film network at some future time, however.

Other replies to reporters' questions were that no change of the RKO Radio name is contemplated by the new owners, at least, O'Neil said, none that would dissipate all the years it has been advertised and publicized as a trade name.

No public sale of RKO Radio Pictures is contemplated.

To Continue in MPAA

RKO Radio will continue as a member of the Motion Picture Association. After making this statement, O'Neil added: If we are a member now.

O'Neil answered all questions fully and without hesitation. The press conference was attended by about 50 reporters and photographers and lasted a little over an hour.

Tevlin Resigns RKO Studio Post; Joins Hughes

HOLLYWOOD, July 26. — C. J. Tevlin, vice-president in charge of studio operations at RKO Radio studio, announced today that he will leave RKO to continue his association with Howard Hughes after the installation of the new General Teleradio management at RKO.

Tevlin stated that it was Hughes' and his "mutual desire that their association continue." Tevlin was with Hughes in various executive capacities for several years before Hughes appointed him to the chief executive post seven years ago at the RKO studio.

Writers Suing Wallis On 'Big Top' Story

HOLLYWOOD, July 26.—George Beck and Samuel Locke, writers, today filed in Superior Court a suit seeking $145,000 damages from Hal Wallis on the ground he plagiarized their story, "The Big Top," in his "Three Ring Circus."

The plaintiffs asked $100,000 for their material used, $35,000 for loss of screen credit, and petitioned the court to order an accounting and issue an injunction against further showing of the picture.

'Queen' Here Aug. 5

Twentieth Century-Fox's "The Virgin Queen," starring Bette Davis in her first screen appearance in three years and her initial CinemaScope vehicle, will open at New York's Roxy Theatre on Aug. 5, following the engagement of "How To Be Very, Very Popular."

To Carry Fight

ALBANY, July 26. — The Grand will carry TNT's presentation of the Rocky Marciano-Archie Moore heavyweight championship bout from New York on Sept. 20. Paul V. Wallen announced that he had signed a contract for the theatrecast.

First Golden Gate Film in September

HOLLYWOOD, July 26.—"Apache Woman," Eastman color western drama starring Lloyd Bridges, Joan Taylor and Lance Fuller, first of four Golden State Productions to be released by American Releasing Corp., is now being scored and will be released nationally on Sept. 1, ARC reports. Roger Corman directed, with Alex Gordon as Executive Producer.

Now in preparation is "The Day the World Ended," second Golden State Production being scripted by Lou Rusoff and scheduled to roll on Sept. 5. This will be a science-fiction melodrama.

Balance of schedule is "Gorilla Girl," based on a novel by H. Rider Haggard, to be scripted by Lou Rusoff, and "Johnny Big Gun," a western.

Golden State Productions is headed by Samuel Z. Arkoff and Alex Gordon, with Gordon functioning as executive producer and Lou Rusoff as writer and story editor. Pathe Laboratories will process all four of the Golden State pictures.

Wide Cooperation to 'Jimmy Fund' in N.E.

BOSTON, July 26. — Indications here are that theatre owners, managers and individuals in the industry are more determined than ever to aid the Variety Club's "Jimmy Fund" of the Children's Cancer Research Foundation, according to Ben Rosenwald, who is chairman for distributors in the 1955 drive for funds.

Edward Fay, dean of show business and general chairman for Rhode Island announced that plans for the annual fund luncheon have been completed. It will take place at the Biltmore Hotel, Providence on Aug. 2.

Clarence Pickard, Manager of the Strand Theatre Ipswich, Mass. is making plans for a mammoth parade on Saturday Aug. 6, to help the fund. Sumner Whittier, Lieutenant Governor of the Commonwealth, will lead the parade.

Ralph Tully, State Theatre, Portland, Me., general chairman of the Jimmy Fund, and Connie Russell Sr., co-chairman and owner of the Bijou Theatre, Bangor, Me., have invited all theatre managers, people in the motion picture industry, and all civic leaders to attend a Jimmy Fund Luncheon in the Augusta House on Thursday.

The six New England Governors have signed official proclamations declaring September 1st thru 15th as Jimmy Fund Time.

Kirk Douglas Gives $250 to Albany Tent

ALBANY, July 26. — A check for $250 from Kirk Douglas for the Albany Variety Club Heart Fund has been received through the Universal home office.

Douglas promised a contribution to the Fund, for the Variety-Albany Boys Club Camp Thatcher, last March, when he was given a testimonial dinner by Tent No. 9 in connection with his visit here for the premiere of "A Star Is Born" at the Strand. The actor comes from nearby Amsterdam.

Charles Simonelli, Eastern publicity-exploitation manager, sent Douglas' check to branch manager Norman Weitman.

FiveYear Record

Sees Theatre Takes Up 30% In Rhodesia

By LESTER DINOFF

Motion picture theatre business in Northern Rhodesia, Africa, has improved some 30 per cent during the past five years, according to Kitwe exhibitor Dave S. Klein, who also stated here yesterday that exhibitors in his territory are advocating shorter runs for the average CinemaScope product.



Dave S. Klein

Klein, who operates one theatre, equipped for CinemaScope and optical stereophonic sound, and who is building another house, said that during the past five years business improved steadily because of the lack of other forms of entertainment and the flow of better product.

The Rhodesian exhibitor, who recently arrived in this country on the first leg of a two-month business and vacation trip, said that business for all of the seven theatres in the African copper belt has been "terrific" in recent months.

CinemaScope Popular

"Top CinemaScope product such as 'The Robe,' 'Three Coins in the Fountain' and 'The Student Prince' have played to capacity audiences in my 600-seat Astra Theatre," he said. "These films have had lengthy runs, much more than the average seven-day run for a CinemaScope film. There are 6,000 potential white patrons in Kitwe and during the two-week engagement of 'The Robe,' the Astra had 11,000 customers at 50 cents a head."

Klein said that while he books 20th Century-Fox and MGM product, he must devote 25 per cent of his total playing time to British films, which, he asserted, are not big money-makers as a rule. He said that he had a five-year contract with 20th-Fox for first run rights of all product—20th-Fox, Republic, Disney and RKO Radio—released through that company's distribution system, and a yearly agreement with MGM.

Has 20th-Fox Contract

Commenting on the sale of the Schlesinger exhibition and distribution interests in South Africa to 20th-Fox, Klein said that it was too early to see what the effect might be on independent exhibitors. He, however, said that under his block-booking contract with 20th-Fox, his theatres will be "sitting pretty" because he would have first-run rights to all films distributed in South Africa by 20th-Fox. Klein said that some production might be started in Rhodesia by Fox also.

Klein stated that Rhodesian theatremen are attempting to set up their own censor board or have the Federation government accept the British method of film censorship.

HOLLYWOOD *on the march*

By SAMUEL D. BERNS

"WE'RE No Angels," booking at the Egyptian, marks the first time in 31 years that a Paramount film has played the former MGM showcase. The last one dates back to 1924 when Sid Grauman finished the 31-week run of DeMille's earlier version of "The Ten Commandments."

☆

Irving Allen and Cubby Broccoli bought "No Time to Die," a first-novel by Ronald Kemp, for their Warwick Productions. Sy Bartlett, a Warwick alumnus, will script the sensitive story of a young man's first experience in the North African desert battle with Rommel.

☆

James Cagney is preparing for another banner year, going into "Tribute to a Bad Man" next month at Metro, and following immediately in "All Our Yesterdays" at the same studio.

☆

Producer-director Edward Dmytryk thrilled studio executives with a half-hour of 16mm color footage he recently shot in the French Alps which will serve as a location guide for Paramount's "The Mountain," starring Spencer Tracy.

☆

Alan Ladd gets a crack at righting the Spanish-American War in "The Greater Courage," which Marty Rackin will rack up as his first assignment on a producer-writer ticket at Warners.

☆

Esther Williams may be doing an "Arthur Murray" when she inaugurates her nation-wide system of swim schools at the Aqua-Star pool and cabanas during opening ceremonies of the new Beverly Hilton Hotel next month.

☆

John Britton, chief engineer of Television Corp., Ltd., a new firm in Sydney, Australia, visiting with studio executives, could be planning to move in quickly "down under" with authority to establish a strong Paramount foothold.

☆

Anyone who knows of a good romantic adventure story with a western background ought to contact Nat Holt. He is looking for one to star Claudette Colbert after she finishes "Texas Lady" for him.

☆

Howard Duff and wife, Ida Lupino, finished working in Bert Friedlob's "News Is Made At Night," but their schedules were such that they never worked together once during the filming.

☆

Al Augsmith, a comparative newcomer to production ranks, expects to chalk up eight complete films at U-I for his fiscal year.

Japanese Company Imports 11 Pictures From Four 'Iron Curtain' Countries

Special to THE DAILY

TOKYO, July 21 (by Air Mail.)—During the past three months the Dokuritsu Eiga Co. of Tokyo has imported 11 films from Iron Curtain countries, causing some surprise as the firm was characterized as being in poor financial condition following its organization from the bankrupt leftist Hokusei Eiga Co., its predecessor.

The films include "One Too Many Cups," a puppet film by National Czechoslovakian Film Co.; "Golden Antelope," a cartoon film produced by Moscow Comic Film Studio; "The Last Stage," National Polish Film Boruski; "White Haired Woman," Film Bureau of Peoples Republic of China; "Fantasy of Water Balls," Czech; "Wall Paintings," a Red Chinese documentary; "Life in the Arctic," USSR documentary; "Romeo and Juliet," a USSR ballet film; "Treasure," from Poland; and "Chopin's Youth," Poland.

26 Films in Work; 5 Start; 4 Finish

HOLLYWOOD, July 26. — Production edged up—25 to 26—on start of five pictures and completion of four others, as of last weekend.

Starters were "The Meanest Man Alive" and "World Without End," Allied Artists; "The Gamma People," Warwick, Columbia; "A Day of Fury," Universal - International, and "The Burglar," Samson Productions, Independent.

Completions were "The Houston Story," Columbia; "Kismet," MGM; "Treachery," Republic, and "Sincerely Yours," Warner Bros.

WB International Acquires 'Mr. Evil'

Wolfe Cohen, president of Warner Bros. International, has announced the conclusion of a deal whereby Warner Bros. International has acquired the foreign distribution rights of the feature length film, "Mr. Evil," produced in Europe by Filmorsa Film Organization, S. A.

Orson Welles, who stars in the title role, produced and directed "Mr. Evil" from his own original story. Heading the supporting cast are Patricia Medina, Michael Redgrave, Akim Tamiroff, Katina Paxinou, Mischa Auer and Suzanne Flon.

Probe of Delinquency Extended by Senate

WASHINGTON, July 26. — The Senate voted to continue through next Jan. 31 its special subcommittee studying juvenile delinquency.

The subcommittee, headed by Sen. Kefauver (D., Tenn.), was slated to go out of existence at the end of this month. The Senate also voted to give the group an additional $29,000 with which to work.

The subcommittee has been studying—among other things—the effect of crime and horror films on teen-age behavior.

4,200 TV Retailers Oppose Toll TV 14-1

CHICAGO, July 26. — More than 4 000 television set retailers from every section of the country voted 14 to 1 against any form of Pay-To-See TV, in a poll conducted at the week-long annual convention of the National Association of Music Merchants just concluded at the Palmer House here.

Of the more than 5,000 retailers registered, 4,200 were queried in the poll. Of these, 3,630 were opposed to toll TV, 320 were in favor, and 250 expressed no preference.

Reese Hits Toll-TV In Rotary Talk

KNOXVILLE, July 26.—"Toll TV backers plan to make $4,500,000 per year for producing fewer shows than the public now views free," according to a statement made by John H. Reese, station manager of WATE-TV and WROL, Knoxville, before the Rotary Club here.

"In a recent survey," Reese said, "only 27 per cent of all the people polled were interested in toll TV if only one channel charged a fee, while this dropped to seven per cent when they were asked if they would be interested in it if all stations charged."

Reese stated that toll TV is a threat to the American free enterprise system and the vigorous opinion of the American public will defeat the vicious minority who want to undermine the best TV service in the world.

Drive-ins Expand in Upstate New York; Heat Aids Grosses

Special to THE DAILY

ALBANY, July 26.—Drive-in operations continue to expand in the Albany exchange district. As construction started on the 1,500-car Fabian Route 9 drive-in at Latham, Peter Papayanakos opened the 400-car Route 56 Drive-in between Potsdam and Massena.

The North Country theatre, which cost about $70,000, has a two-story refreshment stand and booth building.

Meanwhile, booming drive-in business during the hottest July recorded in the area has given outdoor operators cause for cheer, while successive big grosses for "The Seven Little Foys" and "Not as a Stranger" at the Strand mightily pleased Stanley Warner and the respective distributors, Paramount and United Artists. The brightening of the indoor picture, admittedly darkened in a number of situations by the intense heat, was particularly welcomed by the local industry.

'Foys,' 'Stranger' Strong

The 1,920-seat Strand was reported to have racked $13,000 at 85 cents top with "The Seven Little Foys," and to have registered $15,000 at $1 top on "Not As a Stranger." Both weeks were blisteringly hot.

Drive-ins almost without exception are now said to be ahead of last season, due principally to the weather "break." Non-air conditioned theatres have suffered.



*EVERYBODY BUT EVERYBODY wants to see MY SISTER EILEEN, a Columbia picture, starring Janet Leigh, Jack Lemmon and Betty Garrett. The freshest, funniest Technicolor musical that ever went singing across the CinemaScope screen!

Blasts Toll TV In the House

From THE DAILY Bureau

WASHINGTON, July 26. — Rep. Radwan (R., N. Y.) told the House that "it is hard to think of a single argument" in favor of toll television "other than profit to the promoters."

Radwan inserted in the Congressional Record a long blast at toll television, charging that it would "black out the best of free television."

Toll television, Radwan said, "would render the television set owner blind, and then rent him a seeing-eye dog at so much a program, to partially restore the sight he had previously enjoyed free as a natural right." He added that toll TV would "divide television audiences along economic lines."

'Needs Time to Grow'

Taking note of the argument that toll TV would bring better programs, Radwin said television today is not suffering from lack of money but lack of talent. TV is in its infancy, and needs time to grow, he declared. "Let us not be impatient," he urged. "Permitting promoters to take in as much as $8,000,000 for a single 30-minute program will not improve the program. If television is suffering from an illness, then the cure the promoters offer is worse than the illness, except for them."

The significant developments in television and their meaning . . .

Every Monday in

Television Today

Right at the start of the week—through an interpretive new style of trade paper journalism — this concise report of the significant news and events keeps you posted quickly and easily.

Television Today

Published every Monday in conjunction with *Motion Picture Daily*

Television--Radio

with Pinky Herman

ORIGINALLY produced on Broadway in 1943 and filmed in 1948 by Universal-International, Kurt Weill's musical comedy, "One Touch of Venus," will be telecast over NBC Saturday, Aug. 27, from 9:00-10:30 P.M. directly following a two-week run at the Dallas State Fair, with Janet Blair, Russell Nype and George Gaynes in the stellar roles. The 90-minute extravaganza will be directed by George Schaefer with Jack Rayel producing the Oldsmobile-sponsored program. . . . The Robert Montgomery Summer Theatre Players last Monday night turned in a masterful effort in their delineation of "Decision by Morning," a story of a consciencious doctor who dared risk everything to save the eye-sight of a little girl. Directed by John Newland, the NBC-TVehicle, sponsored by Listerine and Richard Hudnut, featured Charles Drake as the doctor, Virginia Kaye as his wife and Augusta Dabney as the nurse. . . . Hank Long has been promoted by Wynn Nathan to the post of Western sales manager for MCA-TV, Ltd.

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Manufacturers of children's toys and games, recognizing the tremendous local popularity of Herb Sheldon (seen daily over WRCA-TV) have licensed six items under the Sheldon name which will be merchandised in the Fall by the Kagran Co., an NBC subsidiary. Sheldon has been "Uncle Herb" to over 7 million moppets and teen-agers for the past three years. . . . Matt Denis, young summer replacement for Eddie Fisher and Tony Martin, a sure bet for his own NBCoast-to-coast TV'er in the Fall. Lad's warbling and ivory-tickling talents, plus ability to ad lib, tabs him a definite star of tomorrow. . . . While nibbling a pretzel or two at Toots Shor's yesterday, we "bunked" into Earl Mullin, of ABC station relations, with La Verne Flambo in tow. Verne, formerly vice-president and general manager of station WQUA, Moline, Ill., has just purchased the station and is currently in New York huddling with ABChieftains. He also handles One Niters for the RKO Orpheum Theatre in Davenport, Iowa.



Herb Sheldon

☆ ☆ ☆

When Clairol chose Pegeen (Ed & Pegeen) Fitzgerald to pose with her testimonial ads for publication in Vogue, Harper's Bazaar and the New Yorker, the photographer shot the stills in Pegeen's living room. Quite prominent in the background hung an oil painting, one of the many original caraCATures which La Fitzgerald has painted. No sooner had the ad appeared when an art collector phoned and immediately purchased the painting. Incidentally, after several years at ABC and ABC-TV, Pegeen will make a network NBChangeover starting Aug. 15. . . . Jane Wyman will star in 20 of the 36 "Jane Wyman Fireside Theatre" telefilms which will start rolling next week at Republic Studios for Lewman Productions, Ltd. Sponsored by Procter & Gamble, the 44 episodes (36 first runs and 8 repeats) will be seen Tuesday nites at 9:00 TVia NBC starting August 30 teeing off with Cyril Hume's original teleplay, "Technical Charge of Homicide," starring Miss Wyman. . . . Don Fedderson, producer of Colgate's "The Millionaire" CBSeries, is readying a new TV series, "Can You Trust Your Wife" starring Edgar Bergen and Charlie McCarthy.



Pegeen Fitzgerald

☆ ☆ ☆

Robert Q. Lewis will spend his August vacation in Europe and will visit England, Spain, Italy, France and Germany. Another European vacationer is Ted Nelson, who sailed last Saturday on the "United States." . . . Walt Framer will present a new home audience-participation show, "Ringabuk," over WPIX starting Saturday Aug. 6 from 10:00-10:45 P.M. The new game makes it possible for both the studio and home audiences to win prizes and the series is available on an exclusive basis in other markets. Sotto voce to W. F.—Joe Given, ace announcer and newscaster, who recently returned from Germany where he was a Captain in the U. S. Armed Forces Radio Service, is your man in case you still are seeking an emcee. . . . Buddy Costa's Pyramid Platter of Elmo Russ' "Two Out of Three" ballad is one of his best.

Westrex Distributor Of Anamorphic Lens In United Kingdom

From THE DAILY Bureau

LONDON, July 26.—Westrex announced that arrangements have been completed for the production in Britain of the HI-LUX VAL variable anamorphic lens.

The lens is being manufactured by W. Watson & Sons, Ltd., under a license issued by Projection Optics Co. Inc., of Rochester, N. Y. Westrex has exclusive distribution rights and will demonstrate the new lens to the British trade on Aug. 3.

This confirms MOTION PICTURE DAILY's exclusive disclosure on June 9 of the Board of Trade's decision to halt the issuance of import licenses for anamorphic lenses.

Two Other Manufacturers

Other companies manufacturing anamorphic lenses here are J. Arthur Rank's British Optical and Precision Engineers and the Wray Optical Company.

B.O.P.E.'s Varamorph is being turned out currently at the rate of 400 a month.

A. Kershaw & Sons, a constituent member of the B.O.P.E. group and producers of the Varamorph and G. B. Kalee projectors, announce net profits of £38,754 for 1954 against £16,303 for the previous year. The company also pays a dividend of 80 per cent, the first payment on the ordinary capital since 1931.

Firm's Stock Bought By AB-PT Officials

From THE DAILY Bureau

WASHINGTON, July 26.—Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, has purchased on stock option 50,000 shares of the company, it is reported by the Securities and Exchange Commission, increasing his direct holdings to 52,450 shares.

Walter W. Gross, AB-PT vice-president, purchased 12,500 common shares on stock option, increasing his direct holdings to 12,600. John Balaban, director, bought 7,500 shares, his complete holdings. Robert M. Weitman, vice-president bought 21,500 common shares on option, augmenting his holdings to 12,533. Edward L. Hyman, vice-president, acquired 12,500 shares, comprising his complete holdings.

Neutral on Toll TV, O'Neil Tells Newsmen

"I think I'm neutral on subscription television," Thomas O'Neil replied in answer to a reporter's question yesterday.

"Since the networks are opposed to it and we are not a network, it might follow that I should be for it," the new RKO Radio board chairman added. "However, it will be a long time before toll TV is cleared. It is very difficult to figure out what role it should have."

O'Neil said General Teleradio owns 5,000 shares of Skiatron's 1,200,000, having acquired them in lieu of cash payment for use of Mutual facilities.

See $2 Millions for Rank from TV Deals

From THE DAILY Bureau

LONDON, July 26. — Trade sources here estimate that the latest deal by which 35 J. Arthur Rank films were sold to ABC-TV in America, together with the deal completed earlier this month by Rank's John Davis, will net the Rank Organization a minimum of $2,000,000, payable in London, while American TV screens are publicizing British films.

Ontario Would Bar Children Under 5 Unless with Adult

Special to THE DAILY

TORONTO, July 26. — Chairman O. J. Silverthorne of the Theatres Inspection and Censorship Branch in the Ontario Government has announced that a study is being made of a proposed amendment to the theatre regulations to prohibit the admission of any child under five years of age to any performance unless in charge of an adult person.

Action is being considered because of complaints, he said, that infants were being taken into theatres by slightly older youngsters. The element of safety was a factor in the matter, according to Silverthorne.

The provincial government branch has also warned exhibitors that a tendency to use uncensored theatre advertisements, usually made up by the proprietor or manager, must be halted. Prosecution was promised under the Ontario Theatres Act if original advertising displays are not submitted to the censor board for approval before use in any publication.

20th to Release 3 'Scopes in August

Continuing its summer release pace, 20th Century-Fox yesterday announced that three top-budgeted attractions filmed in CinemaScope and color by De Luxe would be offered during August.

The three picture slate will consist of "The Virgin Queen," starring Bette Davis, Richard Todd and Joan Collins and co-starring Jay Robinson, Herbert Marshall and Dan O'Herlihy. Charles Brackett produced and Henry koster directed.

"Love Is a Many Splendored Thing," starring William Holden and Jennifer Jones. Buddy Adler produced and Henry King directed.

"The Left Hand of God," starring Humphrey Bogart and Gene Tierney and also starring Lee J. Cobb. Buddy Adler produced and Edward Dmytryk directed from a screen play by Alfred Hayes based on the novel of the same name by William E. Barrett.

'Redheads' Sets Record

"The Man Who Loved Redheads" registered a record opening-day gross in the Paris Theatre here by taking in $1,675 on Monday, the first day of its American premiere engagement, it was announced yesterday by William J. Heineman, United Artists vice-president in charge of distribution.

Because of Early Closings

Drive-ins Pose Problem In Audience Award Poll

Special to THE DAILY

ALBANY, July 26.—The status of drive-in theatres in the Audience Awards project poses a problem, especially those that close prior to Thanksgiving Day. This is indicated in an exchange of letters between Robert Coyne, special counsel for the Council of Motion Picture Organizations, and Harry Lamont, co-chairman for the Albany exchange district.

Lamont had suggested to Coyne at an organization meeting here July 11, and had repeated in a note, that drive-ins be given an opportunity to have their patrons vote under some sort of an arrangement. The local exhibitor leader pointed out that there might not be more than a handful of automobile theatres open in the exchange territory Nov. 17-27, when the balloting is scheduled. The outdoor situations—there are around 60—occupied too important a position in the industry to be left out of the voting, if it were at all possible to include them, Lamont declared.

October Suggested

"We may not be able to do this"—have patrons ballot—"at your regular voting time," Lamont wrote, "but we believe that you should make arrangements to allow us to hold the voting earlier—say, sometime in October. "If necessary, we could make up our own ballots, but we would like to tie into the national period."

Coyne replied that the proposal to have drive-ins vote earlier than conventional theatres "is not impossible, but it does present some complications." The final national slate of pictures and personalities will not be known until following the third nominating period which ends on or about Oct. 15, the COMPO executive pointed out.

Further, since the final nominations will include pictures that will not be released prior to Sept. 30, "it may well be that the drive-in patrons would not have an opportunity to pass judgment on these pictures, if they were to vote in advance of mid-November," Coyne observed.

Coyne Looks to Next Year

He saw "no real reason" drive-ins could not hold their elections, under the conditions cited in above story, but on an over-all basis, believed it would be wise for those closing before Thanksgiving to pass up participation. Coyne hoped that "our formula may be altered next year."

Undaunted, Lamont plans to mimeograph ballots for use in several of his drive-ins remaining open the latest and distribute them to patrons entering in cars. They probably will be left at the concession stand.

Lamont will list pictures and personalities, offering prizes for those coming closest to the national selections. He prophesies substantial voting; thinks drive-in patrons will like the idea of participating "like those in first-run conventional theatres."

Sees Industry Helped

The Audience Awards plan will prove highly beneficial to the industry, in Lamont's view—"and anything that helps the industry aids drive-ins." The boon will be only a general one to outdoor theatres in the Albany district, he continued. The reason: they will have closed by the time the final selections are made, and there will be no booking value to the top picture by next spring.

150 Attend Conn. Golf Tournament

HARTFORD, July 26.—A salute to veteran exhiibtors of Connecticut highlighted today's annual MPTO of Connecticut golf tournament, attended by 150 industry representatives, at the Racebrook Country Club, Orange.

Speakers Herman M. Levy, general counsel of TOA; George H. Wilkinson, Jr., and Irving C. Jacocks, president and treasurer, respectively, of the state organization, hailed theatre men with long-time industry records as representatives "of a great phase of the greatest entertainment medium—motion pictures."

The salute was tendered at tonight's banquet, which followed an afternoon of golfing. Luncheon preceded the game time.

Co-chairmen this year were Wilkinson and Harry Feinstein, zone manager for Stanley-Warner Theatres.

Prevents Scratches

OTTAWA, July 26.—A new invention is reported here by a British firm, Aldis Bros., Ltd., of Birmingham, Eng., that makes the surface lens of a projector impervious to scratches even when filed, and is said also to increase optical efficiency. Lenses are subjected to a vapour-coating treatment.

Webb Stars 31-City Tour for 'Blues'

SAN ANTONIO, July 26.—Jack Webb arrived here from Los Angeles tonight on the first leg of his airborne personal appearance tour of 31 U. S. and Canadian cities in connection with continent-wide openings of "Pete Kelly's Blues," Webb's feature-length musical drama for Warner Bros.

From now until Sept. 1, when the tour ends in San Francisco, every hour of every day and night will be filled with planned activity. Following in-person appearances here at tomorrow's opening of the CinemaScope picture at the Majestic Theatre, the star and Mrs. Webb will board a United Air Lines Convair—christened the "United-Jack Webb Special"—which will virtually be their home for the next five weeks.

New N.F.F.C. Director

LONDON, July 26.—The Board of Trade announces that Douglas Raymond Collins has accepted its invitation to become a member of the board of the National Film Finance Corporation.

Collins is managing director of a number of industrial concerns, none of which is connected with the motion picture business.

National Pre-Selling

"THE Secret of Walt Disney" is the title of an entertaining and informative profile of Hollywood's world-famous creator of animated cartoon characters, appearing in the August issue of "American" Magazine. Disney's current release, "Lady and the Tramp" and "Davy Crockett," are mentioned prominently in the article. Full color photos of "Disneyland" and the cartoon characters of "Lady and the Tramp" illustrate the article which starts on a two-page spread.

•

"The Cobweb," "Summertime," "East of Eden," "Love Me or Leave Me," "Marty" and "Moonfleet" were given excellent review ratings in the August issue of "Photoplay."

•

Florence Somers reports in the August "Redbook" that when you see "Mr. Roberts" you'll explode with laughter and perhaps shed a tear at the screen version of the famous comedy about the navy. Miss Somers selected the Warner picture as "Redbook's" picture of the month for August.

•

A striking ad on "We're No Angels," the Paramount comedy, appears in the August issue of "Seventeen."

•

A beautiful full color reproduction of a painting of Jane Russell and Jeff Chandler on a two-page editorial spread leads off the condensation of "Foxfire" in the August issue of "Woman's Home Companion." The condensation of the U-I picture appears on 13 pages of the issue. Mention is also made of "Foxfire" on the front cover.

•

Four hundred theatres which will play "The Man From Laramie" during the next few weeks are listed on a two-page color ad for the James Stewart picture appearing in the Aug. 9 issue of "Look."

Also in the issue is a half-page ad on "Female on the Beach," starring Joan Crawford.

•

"The Bar Sinister," the M-G-M comedy-drama, is advertised on the table of contents page in the Aug. 19 issue of "Collier's."

•

"Tarzan's Hidden Jungle," the RKO release starring Gordon Scott, has the benefit of a substantial plug in August issue of "Woman's Day."

A pictorial story in color of the newest "Tarzan" picture and photos of "Tarzan" films of the past tells the story of the oldest continuing series in the motion picture industry.

•

Frank Sinatra and "Not As a Stranger" are spotlighted in Jan Landon's Campus Department in the August issue of "Good Housekeeping."

•

"This Week" has a two-page layout on Katharine Hepburn, star of "Summertime," in the July 24 issue. The pictorial story is titled, "Katy, the Menace of Venice," and has interesting photos made in Venice during the filming of "Summertime."

WALTER HAAS

KING-SIZE talent for
KING-SIZE grosses in 20th's

The Virgin Queen

BETTE DAVIS



Two-time Academy
Award Winner in her triumphant return to the screen!

RICHARD TODD



Who electrified the
nation in A "Man Called Peter"... as Sir Walter Raleigh!

JOAN COLLINS



Luscious English beauty
whose portrayal of The Lady-in-Waiting will rocket her to stardom!



20th Century-Fox presents
BETTE DAVIS • RICHARD TODD
JOAN COLLINS in THE VIRGIN QUEEN co-starring JAY ROBINSON
HERBERT MARSHALL • DAN O'HERLIHY with Robert Douglas
Romney Brent • Marjorie Hellen • Lisa Daniels • Produced by CHARLES BRACKETT • Directed by HENRY KOSTER • Written by HARRY BROWN and MINDRET LORD
PRINT by TECHNICOLOR

"It's a pleasure to do business with 20th"
EXHIBITORS MAIL YOUR NOMINATIONS FOR AUDIENCE AWARDS

Producer
CHARLES BRACKETT Three-time Academy Award winner!

Director
HENRY KOSTER Who gave you "The Robe" and "A Man Called Peter"!

CINEMASCOPE®

spectacularly spreads before you the velvet cloak, the violent dagger, the never-told story of "The Virgin Queen"... the Lady-in-Waiting... and the boldest adventurer of a lusty age!

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 19 NEW YORK, U. S. A., THURSDAY, JULY 28, 1955 TEN CENTS

Almost Unanimous

Industry Hails O'Neil's Plans For RKO Radio

Distributors, Exhibitors Predict Healthy Results

The industry was virtually unanimous yesterday in welcoming the announced plans of revitalizing RKO Radio Pictures as a major production-distribution organization for theatrical films, as outlined by Thomas F. O'Neil, the company's new board chairman.

"Any force which brings new, fresh and vital production activity to our industry is welcomed by Theatre Owners of America," Walter Reade, Jr., chairman of the TOA board, declared.

Sol Schwartz, president of RKO Theatres, described O'Neil's statement at Tuesday's press conference "very encouraging." Similar statements were made by Sidney M. Markley, vice-president of American Broadcasting-Paramount Theatres, and Harry

(*Continued on page* 5)

O'Neil and Grainger To Hold Meeting Here on Monday

From THE DAILY Bureau

HOLLYWOOD, July 27. — J. R. Grainger, president of RKO Radio Pictures, Inc., left here tonight via TWA to attend a series of conferences in New York, starting on Monday with Thomas F. O'Neil, president of General Teleradio and newly-elected chairman of the board of RKO Radio.

The meeting in New York between

(*Continued on page* 5)

Levy Leaving Disney To Form Own Firm

Charles Levy has resigned as Eastern publicity, advertising and exploitation director of Walt Disney Productions. After a brief vacation, he plans to establish his own public relations organization, specializing in publicity for both film and television enterprises.

Levy departs from the Disney company after an association of 12 years. Prior to his Disney tenure, he was a member of the publicity and advertising department of RKO.

UA-20th Discussing India, Burma Deal

Negotiations are currently taking place between United Artists and 20th Century-Fox International Corp. whereby 20th-Fox will distribute all UA releases in India and Burma for a three year period, it was learned here yesterday.

The interests of Western India Theatres, Ltd., former distributor of UA releases in India and Burma, was acquired by 20th-Fox International a short time ago, leaving UA without a distributor in that area of Asia.

RCA Profit At New High

Sales and net profit of the Radio Corp. of America during the first six months of 1955 represented the most successful first half-year in the corporation's 36-year history, David Sarnoff, chairman of the board of RCA, announced yesterday. The volume of sales of products and services of RCA and subsidiaries for the six-month period amounted to $488,510,000, exceeding by $44,141,000—or 10

(*Continued on page* 6)

For Tax Cut on Foreign Earnings

From THE DAILY Bureau

WASHINGTON, July 27. — Rep. Cecil R. King (D., Calif.) introduced a bill to tax film rentals and other income earned overseas at 14 percentage points less than the going U. S. corporate tax rate.

The Administration has supported a

(*Continued on page* 5)

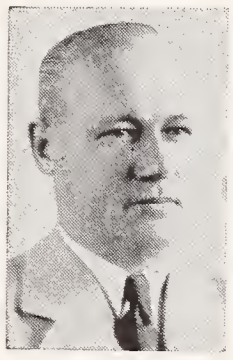
Exhibitors Reveal

FIRST NOMINEES IN AUDIENCE AWARDS

Theatre Men Make Selections for Best Picture, Actor, Actress and Future Stars

From THE DAILY Bureau

HOLLYWOOD, July 27.—The first leg in the Audience Awards project was completed here today with the announcement of exhibition's choice, in the first nominations, for the best picture, best performances by a male and female player and the most promising new personalities. The announcements were made at a combined industry and press luncheon in the Beverly Hills Hotel, presided over by Elmer Rhoden, president of National Theatres and chairman of the national awards committee in association with the Council of Motion Picture Organizations.



Elmer C. Rhoden

In the best picture category, based on releases between last Oct. 1 and March 31 of this year, Paramount was represented by five of the 10 nominated productions; Warner Brothers

(*Continued on page* 5)

SIMPP Okays Arnall Foreign Film Sale Plan

From THE DAILY Bureau

HOLLYWOOD, July 27.—The membership of the Society of Independent Motion Picture Producers, at its annual meeting today, voted unanimous approval of the foreign-film selling project proposed by president Ellis Arnall, and appointed Edward L. Alperson, George Bagnall and Norman Freeman to serve as a foreign-selling activation committee to immediately undertake plans for selling SIMPP members' films in foreign territories. The activity to be undertaken will be conducted by SIMPP's independent Film Producers Export Corp., and will not interfere with or supersede existing selling mechanisms, according to the announcement.

SIMPP president Arnall told Motion Picture Daily, "I want to make it clear that this selling will not be competitive with that which is already being done by distributors handling

(*Continued on page* 5)

Sen. Kefauver Urges TV Film Code; Hits Advertising Content

From THE DAILY Bureau

WASHINGTON, July 27.—Senator Kefauver (D., Tenn.) said firms producing films for television should have some sort of industry code on film content.

He made the statement in a summary of the work thus far of his special judiciary subcommittee studying juvenile delinquency. Life of the subcommittee has just been extended

(*Continued on page* 6)

SMPTE to Meet Today on Standards

A report on the Stockholm meeting on international motion picture standards will be rendered today at a board session of the Society of Motion Picture and Television Engineers.

Rendering the report will be Boyce

(*Continued on page* 6)

"Pete Kelly's Blues"

(Warner Brothers)
(CinemaScope)

ANY way you look at this Mark VII Production about prohibition, the flapper age and jazz music, you can see big money and top-notch business in all situations. Professionally and technically, this picture, "Pete Kelly's Blues," in CinemaScope and color by WarnerColor, is exacting, meticulous and impeccably produced. From an entertainment viewpoint, it is a notable attraction, solid film fare which should satisfy all types of theatre patrons.

This is Jack Webb's second major film effort, the first being "Dragnet," based on his weekly television program which garnered national acclaim. Besides turning out a production which incorporates the workings of a struggling jazz band leader and his efforts to carve out a decent

(*Continued on page* 6)

PERSONAL MENTION

MICHAEL TODD, of Magna Corp., will arrive in New York tomorrow from London via B.O.A.C. Monarch.

•

HENRY GERMAINE, Paramount branch manager in New Haven, became a grandfather for the second time when his daughter, MRS. RICHARD PLATCOW, gave birth to a boy in Danbury, Conn.

•

EMMET EMERSON and RICHARD HANLEY, of Todd Productions, and JOHN FARROW, director, will leave here tomorrow for London via B.O.A.C. Monarch.

•

BILL LYONS, of the M-G-M studio publicity department, will arrive in New York on Aug. 5 from Hollywood.

•

TONY CURTIS will arrive in New York today via TWA from Hollywood, and will leave here tomorrow aboard the "Ile de France" for Europe.

•

DAVID PRINCE, RKO Radio Southern district manager in Atlanta, has left there with his family for New Orleans.

•

WILLIAM T. POWELL, division manager for Smith Management Co., Boston, is in Hartford from there.

•

JOAN GREENWOOD will leave here today for London via B.O.A.C. Monarch.

•

RICHARD TODD will arrive in New York tomorrow from Hollywood via TWA.

•

JACK H. HARRIS, of Exploitation Productions, will leave Philadelphia today for Cleveland and Cincinnati.

•

VICTOR YOUNG, music arranger, will arrive in New York from the Coast tomorrow.

•

PETER LEROY, of the Blue Hills Drive-in Theatre, Hartford, has returned there from Boston.

Quigley Awards Judging

The second quarterly Quigley Awards judging will be held here tomorrow at 11 A.M. with Charles Hacker, manager of operations for the Radio City Music Hall; Lige Brien, director of promotion and special events for United Artists, and Arthur Pincus, assistant publicity director of Loew's International, serving as judges.

Jaguar Buys 'Night'

BURBANK, July 27.—Alan Ladd has purchased Wade Miller's story, "All Through the Night," for his next Jaguar production for Warner Bros. The story is currently running in "Cosmopolitan Magazine" and will be published in book form next month.

Charges 'Precedent' Ignored

Rembusch Objects to COMPO Dues Drive; Coyne in Reply

Trueman T. Rembusch, as national director for Allied Theatre Owners of Indiana, has protested to Robert Coyne, special counsel to the Council of Motion Picture Organizations, against the staging of a new COMPO dues drive next month, on the grounds that the "precedent" of previous dues drives of notifying "interested parties" in advance was not followed.

Rembusch said he referred specifically to failure of COMPO to give such advance notice "and obtain clearance" for the dues drive from the president of Allied States, its general counsel and Indiana Allied. In consequence, Rembusch wrote Coyne, with copies of the letter going to Allied officers, directors and the trade press. Rembusch intends to notify Robert Conn, Indiana distributor chairman for COMPO, and the membership of Indiana Allied that the latter has not approved "a COMPO dues drive in August."

Coyne Quotes 'Minutes'

Coyne, who was in Hollywood yesterday for the announcement luncheon of the first nominees of the COMPO Audience Awards Poll, issued the following reply to Rembusch:

"The minutes of the COMPO Executive Committee meeting which was held last November 15, contain the following paragraph:

"'At the suggestion of Trueman Rembusch, Chairman of the Finance Committee, who was unable to attend the meeting, it was voted to defer the collection of COMPO subscriptions until next May or June, when theatre earnings are generally at a higher level. However, in the event that the Audience Poll or some other emergency made an unusual drain on the COMPO treasury, the Governing Committee was authorized to schedule the collection date for an earlier period.'

Snaper in Chair

"The meeting of the Executive Committee was presided over by Wilbur A. Snaper, representative of the Allied States Association of Motion Picture Exhibitors on the COMPO Governing Committee. Representing National Allied at the meeting were Col. H. A. Cole, Ben Berger, Julius Gordon, Abe Berenson, Ben Marcus, who was then president of National Allied; Nate Yamins and Rube Shor, current Allied president.

"With the other members of the Executive Committee, Mr. Rembusch was sent a copy of these minutes with a request that he correct them if there was any error. We have no record that Mr. Rembusch asked to have the minutes changed."

Chesapeake Claims 'U' Option Deal Void

Chesapeake Industries, in New York Federal Court yesterday, charged Universal Pictures' option to acquire 15 per cent of Chesapeake's common stock is void. The charge was made in answers filed in connection with a $2,000,000 breach of contract suit brought by Pathe Laboratories and Chesapeake against Universal.

Chesapeake claimed that in 1947 Universal contracted to use Pathe Laboratories for its processing work but that the work was given to other firms. In a counter-claim, Universal charged that Chesapeake refused to deliver the stock options which were to be picked up over a three-and-a-half year period. Chesapeake claims that Universal obtained several extensions and, because of the alleged breach of contract, the option deal was invalid.

SAG Board to Meet Today on Strike Plan

HOLLYWOOD, July 27. — The board of directors of the Screen Actors Guild tomorrow will meet in a special session at guild headquarters here to discuss plans and procedure for the operation of a strike against television film producers.

The guild at a meeting last Sunday called for a walkout against the TV film producers following breakdown of contract negotiations. Ballots sent to the 10,000 members are returnable by July 31.

'Roberts,' 'Popular,' 'Laramie' Scoring

Warner Brothers, 20th Century-Fox and Columbia report heavy grosses for the leading feature of each company currently in release.

Columbia discloses that "The Man from Laramie" is continuing the strong pace it set in its multiple premiere in Texas by opening at the Goldman Theatre in Philadelphia with a preview gross of $5,330, a record for a Columbia film.

"How to Be Very, Very Popular" of 20th-Fox is reported to have scored strong first-week grosses in its 23 first domestic situations, pointing out that the film rolled up $15,654 in its first week at the Fox Theatre, Atlanta, and $8,943 at the Majestic in Providence.

For "Mister Roberts," Warner Brothers reports new all-time grosses at the completion of the first week at the Metropolitan and Ambassador theatres, Washington, $55,000; the Warner, Memphis, $19,491, and the Saenger, Pensacola, Fla., $17,195.

In Asbury Park, N. J., "Mister Roberts" wound up its first week yesterday with $22,000, highest gross ever recorded for a Warner picture at the house. The film currently is said to be scoring heavily in Atlantic City, Baltimore, Boston, Buffalo, Evansville, Fort Wayne, Louisville Philadelphia, Reading, York, Amarillo, Ashville, Atlanta, Baton Rouge, Beaumont, Charlotte, Charleston, Dallas, Durham, Fort Lauderdale, Jackson, Little Rock, Montgomery, New Orleans, Savannah, West Palm Beach, Waco, Wichita Falls, Wilmington, N. C.; Denver, Fresno, Hollywood, Los Angeles, Long Beach, Cal.; Kansas City, Milwaukee, Oakland, Ogden, Sacramento, Salt Lake City, San Francisco, San Jose, San Pedro, Santa Ana and Santa Barbara.

Pathe 'Lab' Plans to Expand Into Color Still Film Field

Pathe Laboratories in a business expansion and diversification move, will enter the field of development and printing of amateur color still film, James L. Wolcott, executive vice-president, announced at a press conference at the company's New York plant yesterday.

Wolcott said a $1,000,000 expansion program will be undertaken so that Pathe, under a license from Eastman Kodak Co., can begin processing of Eastman's Kodachrome and Kodacolor still films early next year.

In addition, Pathe also will process Eastman's Ektachrome and all Ansco color still films.

A new subsidiary of Pathe Laboratories, to be called Pathecolor, Inc., has been formed to conduct the new business, with Wolcott as president. The long range program for the new company contemplates new Pathe still film laboratories in other sections.

Under Consent Decree

The license for the new operation was granted Pathe, the latter said, under terms of the anti-trust consent decree which Eastman signed with the Federal government last December and which becomes effective for Kodachrome processing next Oct. 1, and for Kodacolor, Dec. 1. Pathe thus becomes the first large motion picture laboratory to announce entry into the still film field in the period since Eastman agreed to turn over to other firms rights to process its two most popular amateur color films, the company said.

Honor India's Jai At Luncheon Here

J. C. Jai, general manager of "The Times" of India and editor of "Film Fare Magazine," a trade publication in India, was honored here yesterday at a luncheon tendered by film company foreign managers at the Harvard Club.

Jai told the gathering that he would campaign to alleviate the entertainment tax in his native country and relax the censorship activities there.

M-G-M to Get Art From Red Museum

HOLLYWOOD, July 27.—M-G-M Studios have received assurances of Soviet Union cooperation in reproducing the art masterpieces of Vincent van Gogh for the film "Lust For Life."

Four of the world-famous paintings of van Gogh are in the Moscow Museum of Modern Art but they will be shown in this film production. The Soviet government will photograph them and deliver the film to M-G-M.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second-class matter Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10¢.

Fifteen British Films, Part of JARO Group, Set for TV Release

Fifteen feature length pictures, part of the 35 top British films acquired from the J. Arthur Rank Organization, will be distributed immediately to United States television outlets on a first-come, first-served basis, it was announced here yesterday by George T. Shupert, president of ABC Film Syndication.

The entire 35 films were acquired by American Broadcasting Co. and ABC Film Syndication for a reported $1,600,000 following the signing of an exclusive long-term contract between General Film Distributors, Ltd., a Rank Group affiliate and Fine Arts Enterprises.

Unlimited Use Provided

The exclusive long-term contract calls for the unlimited use on TV of the 35 feature films over a five-year period, commencing this Fall. The agreement was concluded following negotiations between John H. Mitchell, vice-president in charge of the ABC-TV network; Shupert; John Davis, managing director of the Rank Group, and Arthur Epstein, president of Fine Arts Enterprises, Inc.

Shupert stated that since this package of 15 films, available immediately to TV stations for showings, was acquired shortly before the company's second anniversary, it has been given the working title of "Anniversary Package." Included in the package are: "Great Expectations," "Brief Encounter," "The Seventh Veil," "Black Narcisssus," "Kind Hearts and Coronets," "Prelude to Fame," "The Browning Version," "The Magnet," "Christopher Columbus," "Jassy," "Green for Danger," and "So Long at the Fair." The remaining three films in the package will be announced shortly, it was said.

Called 'Movie of the Week'

The entire 35 JARO films acquired by ABC-TV and ABC Film Syndication have been tentatively titled "Movie of the Week." The first 90-minute feature will premiere over the ABC-TV network on Sept. 18, from 7:30 to 9:30 P.M., EDT, and each Sunday thereafter.

Other films acquired are "Adam and Evelyn," "Blue Lagoon," "Caesar and Cleopatra," "Clouded Yellow," "Crash of Silence," "The Importance of Being Earnest," "Island Rescue," "Ivory Hunter," "Madonna and the Seven Moons," "Man in Grey," "The Mikado," "Notorious Gentlemen," "Odd Man Out," "Stairway to Heaven," "Tight Little Island," "The Wicked Woman" and "Woman in Question."

The remaining six British productions will be announced at a later date, it was said.

Gina and Silvana In IFE Package

Following test engagements in Chicago, Milwaukee, St. Louis and Knoxville, IFE has decided to release as a package "The Wayward Wife" and "Outlaw Girl," permitting star billing for Gina Lollobrigida and Silvana Mangano. Both pictures are in English, with Miss Lollobrigida starring in the former and Miss Mangano in the latter. The combination played four weeks at the Loop in Chicago and two in the Alhambra, Milwaukee.

Canada Using 'Scope For Travel Film

CinemaScope will be used for the first time for a motion picture produced in Canada by the Nova Scotia Film Bureau, a governmental agency planning to record on film all of the tourist-attracting events in the Maritime province, according to 20th Century-Fox.

The film, when completed, will be made available in 16mm. and color to special outlets in the Dominion and in this country.

N.J. Allied OK's EDC Gov't Move

Wholehearted support of Allied States' plan to seek governmental regulation of film rentals was voiced in a resolution of New Jersey Allied, approved at a meeting of the unit held here at the Hotel Astor.

The meeting, which was reported on yesterday by a New Jersey Allied spokesman, took place on Tuesday. Attending were 42 exhibitors representing 108 theatres. Allied New Jersey president Sidney Stern presided.

Irving Dollinger, a member of the Emergency Defense Committee, reported on the recent meeting of the EDC in Washington, which moved to press for government intervention, rejecting the direct negotiation approach with film companies as conducted by the former Allied-Theatre Owners of America joint committee.

Reported Planning Action

New Jersey Allied members were said to be girding for swift action to bring the exhibitors' case before governmental agencies, according to a spokesman who attended the meeting. Members were said to have commented that if the sales terms on "Mister Roberts" and "Not As a Stranger" represented the fruits of the joint exhibition committee meetings with distribution, exhibition is "progressing backwards."

It was argued at the meeting, according to a representative, that for the most part, those exhibitors who oppose government intervention are in a favored position. It also was contended that those opposed to government intervention have failed to indicate an alternative effective course of action.

Another resolution passed at the meeting called for the appointment of a committee to relieve the clearance situation of New York over Northern New Jersey.

'Game of Love' Set For Boston Saturday

The first controversial film to be shown in Massachusetts since the recent ruling knocking out that state's Sunday Censorship Law will be "The Game of Love" it was announced by William C. Shelton, vice-president and general manager in charge of sales of Times Film Corp., distributor of the picture.

The film, which was involved in the decision by the Supreme Judicial Court of Massachusetts recently lifting the prohibition on its showing, is slated to open at the Beacon Hill Theatre in Boston on Saturday.

Schwartz to PCA on 'Camera' Code Seal

Fred Schwartz, president of Distributors Corp. of America, was scheduled to leave here by plane for Hollywood last night to discuss with Geoffrey Shurlock, Production Code administrator, objections to D.C.A.'s "I Am a Camera" which caused it to be refused a Code seal this week.

A spokesman for D.C.A. said Schwartz feels that the picture conforms with PCA requirements and is eligible for a seal. The spokesman added that Schwartz disavowed a statement attributed to D.C.A. in the "New York Post" yesterday to the effect that the company thinks "there should be a revision of Code standards to make room for such pictures" as "Camera."

'Fair Weather' to Hall

"It's Always Fair Weather" has been scheduled as M-G-M's Labor Day release nationally and is slated to follow the current attraction at Radio City Music Hall. Gene Kelly, who directed with Stanley Donen, also stars in the CinemaScope Eastman Color attraction, with Dan Dailey, Cyd Charisse, Dolores Gray and Michael Kidd in the star supporting cast. Arthur Freed produced.

Vacation for Staff

TORONTO, July 27.—The Lincoln Theatre in St. Catharines, Ont., a unit of Famous Players Canadian Corp., has shut down completely for two weeks as a vacation period for the staff.

Report Slated Oct. 5

TOA Resumes Distribution Talks Shortly

The Theatre Owners of America delegation to what formerly was the joint exhibition committee, may meet "within a few weeks" to discuss the prospects of future meetings with the sales heads of the distribution companies, according to committee member Walter Reade, Jr., chairman of the board of TOA.

A definite course of action for the TOA group is not presently known, Reade said here yesterday. "Meetings with the distribution sales heads are a prospect for the future, possibly prior to the TOA convention," he said.

Had Expressed 'Surprise'

TOA last week expressed "surprise and disappointment" over the policies which were drawn up by the Allied States Association board meeting in Washington and the dismissal by Allied of its sub-committee which had been working with the TOA group in contact with the sales chiefs.

A full report on the TOA committee's future plans and the results achieved following meetings with distribution heads will be rendered at the board of directors meeting on Oct. 5 in Los Angeles, at the Hotel Biltmore.



*EVERYBODY AND HIS COUSIN wants to see MY SISTER EILEEN, a Columbia picture, starring Janet Leigh, Jack Lemmon and Betty Garrett. The freshest, funniest Technicolor musical that ever went singing across the CinemaScope screen!

MOTION PICTURE DAILY'S BOOKING CHART

ALLIED ARTISTS

(July Releases)

WICHITA
(Color)
Joel McCrea
Vera Miles
0-81 min.
(Rel. 7/3/55)
(Rev. 6/27)
CS

SPY CHASERS
Leo Gorcey
Huntz Hall
D-61 min.
(rel. 7/24/55)

BETRAYED WOMEN
Carole Mathews
Beverly Michaels
Peggy Knudsen
Tom Drake
D-64
(Rel. 7/17/55)

(Aug. Releases)

THE WARRIORS
(Color)
Errol Flynn
Joanne Dru
Peter Finch
Yvonne Furneaux
85 min.
(Rel. 8/7/55)
CS

THE PHENIX CITY STORY
Richard Kiley
John McIntyre
Kathryn Grant
Lenka Peterson
85 min.
(Rev. 7/18)
(Rel. 8/21/55

COLUMBIA

(July Releases)

IT CAME FROM BENEATH THE SEA
Kenneth Tobey
Faith Domergue
Donald Curtis
80 min.
(Rev. 6/24)

CHICAGO SYNDICATE
Dennis O'Keefe
Abbe Lane
Paul Stewart
Xavier Cugat
86 min.
(Rev. 6/17/55)

CREATURE WITH THE ATOM BRAIN
Richard Denning
Angela Stevens
70 min.
(6/24)

(Aug. Releases)

THE MAN FROM LARAMIE
(Color)
James Stewart
Cathy O'Donnell
Arthur Kennedy
Donald Crisp
Alex Nicol
Aline McMahon
Wallace Ford
O—102 min.
(Rev. 7/1/55)
CS

BRING YOUR SMILE ALONG
(Color)
Frankie Lane
Keefe Brasselle
M—83 min.
(Rev. 7/1/55)

M-G-M

(July Releases)

INTERRUPTED MELODY
(Color)
Glenn Ford
Eleanor Parker
D-106
(Rev. 3/28/55)
CS

THE COBWEB
(Color)
Lauren Bacall
Charles Boyer
(Rev. 6/7/55)
CS

(Aug. Releases)

THE KING'S THIEF
(Color)
Edmond Purdom
Anne Blyth
David Niven
78 min.
(Rel. 8/5/55)
CS

THE SCARLET COAT
(Color)
Cornel Wilde
Michael Wilding
George Sanders
Anne Francis
(Rev. 6/21)
(Rel. 8/19/55)
CS

PARA.

(July Releases)

THE SEVEN LITTLE FOYS
(Color)
Bob Hope
Milly Vitale
C-93
(Rev. 5/26/55)
VV

STRATEGIC AIR COMMAND
(Color)
James Stewart
June Allyson
Frank Lovejoy
D-110
(Rev. 3/31/55)
VV

(Aug. Releases)

WE'RE NO ANGELS
(Color)
Humphrey Bogart
Aldo Ray
Peter Ustinov
Joan Bennett
103 min.
(Rev. 6/13)
VV & PS

YOU'RE NEVER TOO YOUNG
(Color)
Dean Martin
Jerry Lewis
Diana Lynn
C-104
(Rev. 6/15)
VV & PS

REPUBLIC

(July Releases)

DEADLINE ALLEY
Rod Cameron
Julie Bishop
D

MAGIC FIRE
(Color)
Yvenne De Carlo
Carlos Thompson
D

JAGUAR
Sabu
Chiquita
D

MYSTERY OF THE BLACK JUNGLE
Lex Barker
O

(Aug. Releases)

THE LAST COMMAND
(Color)
Sterling Hayden
Anna Maria Alberghetti
Richard Carlson
(Rel. 8/3)

TWINKLE IN GOD'S EYE
Mickey Rooney
Coleen Gray
Hugh O'Brien
(Rel. 8/10)

THE DIVIDED HEART
Cornel Borschers
Yvonne Mitchell
Arman Dahlen
(Rel. 8/11)

FLAME OF THE ISLAND
(Color)
Yvonne DeCarlo
Zachary Scott
Howard Duff
(Rel. 8/19)

SECRET VENTURE
Kent Taylor
Jane Hylton
(Rel. 8/26)

RKO

(July Releases)

PEARL OF THE SOUTH PACIFIC
(Color)
Virginia Mayo
Dennis Morgan
(Rev. 7/5)
D-85 min.
SS

(Aug. Releases)

BENGAZI
Richard Conti
Victor McLaglen
Mala Powers
Richard Carlson
SS

20TH-FOX

(July Releases)

HOUSE OF BAMBOO
(Color)
Robert Stack
Robert Ryan
(Rev. 7/1)
D-103
CS

HOW TO BE VERY VERY POPULAR
(Color)
Betty Grable
Sheree North
C
CS

LIFE IN THE BALANCE
Ricardo Montalban
Anne Bancroft
D-74 min.

THE LIVING SWAMP
Documentary

(Aug. Releases)

THE VIRGIN QUEEN
(Color)
Bette Davis
Richard Todd
Joan Collins
CS

LOVE IS A MANY SPLENDORED THING
(Color)
William Holden
Jennifer Jones
CS

THE LEFT HAND OF GOD
(Color)
Humphrey Bogart
Gene Tierney
Lee J. Cobb
CS

UNITED ARTISTS

(July Releases)

NOT AS A STRANGER
Robert Mitchum
Olivia de Havilland
Frank Sinatra
Gloria Grahame
Broderick Crawford
Charles Bickford
D-135 min.
(Rev. 6/15)

THE MAN WHO LOVED REDHEADS
(Color)
Moira Shearer
John Justin
Roland Culver
89 min.

SHADOW OF THE EAGLE
Richard Greene
Valentina Cortesa
93 min.

UNIV.-INT'L

(July Releases)

FOXFIRE
(Color)
Jane Russell
Jeff Chandler
Dan Duryea
92 min.
(Rev. 6/14)

AIN'T MISBEHAVIN'
(Color)
Rory Calhoun
Piper Laurie
Jack Carson
81 min.
(Rev. 5/25/55)

THE PURPLE MASK
(Color)
Tony Curtis
Coleen Miller
Jean Barry
82 min.
(Rev. 5/31/55)

(Aug. Releases)

ONE DESIRE
(Color)
Anne Baxter
Rock Hudson
Julie Adams
94 min.
(Rev. 7/5)

PRIVATE WAR OF MAJOR BENSON
(Color)
Charleton Heston
Julie Adams
C-105
(Rev. 5/27)

FRANCIS IN THE NAVY
Donald O'Connor
Martha Hyer
C-80
(Rev. 6/27)

WARNERS

MISTER ROBERTS
(Color)
Henry Fonda
James Cagney
C-123
(Rev. 5/24/55)
(Rel. 7/2/55)
CS

LAND OF THE PHARAOHS
(Color)
Jack Hawkins
Joan Collins
D-112
(Rel. 7/2/55)
(Rev. 6/21)
CS

THE DAM BUSTERS
(Brit.)
Richard Todd
Michael Redgrave
D-101
(Rel. 7/16/55)
(Rev. 6/24)

(Aug. Releases)

PETE KELLY'S BLUES
(Color)
Jack Webb
Peggy Lee
Janet Leigh
Edmond O'Brien
Ella FitzGerald
CS

OTHERS

LIPPERT

(July Releases)

THE LONESOME TRAIL
Wayne Morris
John Agar
Marcia Dean
Edgar Buchanan
73 min.

(Aug. Releases)

SIMBA
(Color)
Dirk Bogarde

BUENA VISTA

(July Releases)

LADY AND THE TRAMP
(Color)
C-75 min.
(Rev. 4/20/55)

(Aug. Releases)

THE AFRICAN LION
(Color)
Documentary

D. C. A.

(Aug. Releases)

I AM A CAMERA
Julie Harris
Shelley Winters
Laurence Harvey
98 min.

Keys: SYSTEM: CS—CinemaScope; VV—VistaVision; SA—SuperScope (anamorphic print); 3D—two prints; 3D(1)—single strip.

SOUND: Ss—Four track magnetic stereophonic sound; Ss(2)—Separate stereophonic sound print; Ps—Perspecta optical directional sound; Ms—single track magnetic sound; Os—standard optical sound.

Letters denote the following: (D) Drama; (M) Musical; (C) Comedy; (O) Outdoor action; Production Numbers Are In Parentheses. (Rev.) Motion Picture Daily Review Date.

O'Neil

(Continued from page 1)

Brandt, president of Independent Theatre Owners Association of New York.

Distribution executives, declining the use of their name, also, on the whole welcomed the announced intentions of the O'Neil management group.

One Dissenter

A note of dissent was injected by one circuit official who, while he was "delighted" with theatrical film production plans voiced regrets over O'Neil's TV plans. Declining the use of his name, the circuit executive felt adverse to anything that would help TV, referring to O'Neil's intentions of "judiciously" apportioning some of the old RKO films for sale to television.

The overwhelming majority of exhibitor leaders, however, in their comments stressed the positive aspect of O'Neil's plans giving top priority to the production and distribution of theatrical motion pictures.

Said Schwartz: "I am happy to see that RKO Radio Pictures plans the production of theatrical films. I wish him success. All exhibitors should support this company. We'll certainly do our share."

'Thinking Is Right'

The RKO Theatres president concluded by saying that O'Neil's thinking is right when he declares that he feels that RKO Radio Pictures as a theatrical film organization can operate profitably by itself.

ABPT vice-president Markley said "we're delighted." He said that ABPT along with other exhibitors felt it a "shame" that the RKO studio heretofore has not been turning out pictures. With the shortage of pictures, he went on, he welcomed O'Neil's announced intentions.

ITOA president Brandt said that RKO Radio Pictures could be a new source for motion pictures which will help alleviate the product shortage. "The ITOA sincerely welcomes the new management," he added.

Stimulation Seen

Many distribution officials, while acknowledging that a revitalized RKO Radio Pictures may be a competitive factor, said the announced plans of the new management group would stimulate production and thereby be a healthy factor to the motion picture industry.

Regarding O'Neil's TV plans, one distribution executive felt that until they are more clearly defined he would withhold comment. However, another distribution executive said that he and thousands of exhibitors must be breathing a sigh of relief over O'Neil's announced "go-slow policy" in selling old RKO films to TV.

O'Neill-Grainger

(Continued from page 1)

Grainger and O'Neill is to finalize discussions which the two executives have been having by long distance telephone regarding future production and distribution plans for RKO product.

Following the New York conferences, which are expected to last about 10 days, Grainger will return to Hollywood to conclude several independent production deals which are now pending.

Audience Awards Selections

(Continued from page 1)

had two, while M-G-M, Columbia and 20th Century-Fox each had one in the audience sweepstakes.

The nominees now become eligible for balloting by the public during the final election, Nov. 17-27. Other nominations will be made by exhibitors from pictures released between March 31 and next Sept. 30.

Ten Films Listed

The 10 pictures nominated as the best, were as follows:

"The Bridges of Toko-Ri," Paramount; "Battle Cry," Warner Brothers; "Blackboard Jungle," MGM; "Country Girl," Paramount; "The Long Gray Line," Columbia; "Rear Window," Paramount; "Sabrina," Paramount; "A Star Is Born," Warner Brothers; "There's No Business Like Show Business," 20th Century-Fox; "White Christmas," Paramount.

The 10 male players nominated for best performances and the pictures in which they appeared were as follows:

William Holden in "The Bridges of Toko-Ri," Paramount; Spencer Tracy in "A Bad Day at Black Rock," MGM; Glenn Ford in "Blackboard Jungle," MGM; Bing Crosby in "Country Girl," Paramount; Marlon Brando in "Desiree," 20th Century-Fox; Tyrone Power in "The Long Gray Line," Columbia; James Stewart in "Rear Window," Paramount; James Mason in "A Star Is Born," Warner Brothers; Gary Cooper in "Vera Cruz," United Artists; Burt Lancaster in "Vera Cruz," United Artists.

Female Players Nominated

The 10 female players nominated for best performances and the pictures in which they appeared were as follows:

Ava Gardner in "The Barefoot Contessa," United Artists; Dorothy Dandridge in "Carmen Jones," 20th Century-Fox; Grace Kelly in "Country Girl," Paramount; Maureen O'Hara in "The Long Gray Line," Columbia; Elizabeth Taylor in "The Last Time I Saw Paris," MGM; Audrey Hepburn in "Sabrina," Paramount; Judy Garland in "A Star Is Born," Warner Brothers; Susan Hayward in "Untamed," 20th Century-Fox; June Allyson in "A Woman's World," 20th Century-Fox; Doris Day in "Young At Heart," Warner Brothers.

Nominations for the 10 most promising new male personalities went to Tab Hunter, John Ericson, Harry Belafonte, Russ Tamblyn, Jack Lemmon, Jack Palance, George Nader, Richard Egan, Brian Keith and Gig Young.

'Promising Personalities'

These were nominated as the 10 most promising new female personalities:

Dorothy Malone, Dorothy Dandridge, Barbara Rush, Anne Bancroft, Kim Novak, Anne Francis, Rita Moreno, Lori Nelson, May Wynn and Cleo Moore.

The luncheon, attended by several hundred Hollywood celebrities including topflight motion picture stars, was sponsored by the Audience Awards poll committee of COMPO.

With Dick Powell functioning as toastmaster, Walter Pidgeon, president of the Screen Actors Guild, presented certificates of nominations to the actresses whose performances during the first six-month nominating period were voted the best. Pidgeon also accepted certificates in behalf of the actors who have been similarly honored. June Allyson made the presentation to actors voted the "most promising new male personalities" for roles during the voting period.

The nominations were made by thousands of theatre operators. Five more nominations will be made by exhibitors next month from pictures released in April, May and June, and another set of five nominations will be made by exhibitors in October, from pictures released in July, August and September. The public will be asked to vote at theatres during the period Nov. 17 to 27. Voters may write in their choices if they differ from the exhibitors' slate.

Lichtman Heard

After an introduction by toastmaster Powell, Al Lichtman, vice-president in charge of distribution for 20th Century-Fox, outlined briefly the six-year history and function of COMPO, which he serves as co-chairman.

Rhoden, president of National Theatres, Inc., and national chairman of the Audience Awards poll committee, stated that he expected millions of people will express their choice of pictures and personalities in the first annual Audience Awards poll.

Singling out the assembled Hollywood press correspondents, Rhoden said, "Your interest in the Audience Awards poll should be as keen as that of the exhibitors for it is your readers who will make up the large majority of public voters in November."

Rhoden continued: "If we had given the public this opportunity to express their preference in young actors and actresses 25 years ago I feel confident we would have many more young star players attracting a vast young audience today."

Rhoden Describes Poll

After detailing the poll's operation, Rhoden told the assemblage that success must depend on the enterprise shown at the local level, and cited Denver exhibitors as an example, stating that they already have secured a house, lot, furniture, even clothing, for a family, to be offered as prizes to theatre-goers guessing most nearly to the final winner lists. He said similar efforts are in making all around country. Lichtman briefly defined COMPO setup for persons present who were not fully conversant with it.

B. B. Kahane, vice-president of Columbia Pictures, spoke of the Hollywood producers' interest and enthusiasm for the Audience Awards poll. He placed special emphasis on the service the poll will render to producers in casting new personalities in important and expensive pictures. Kahane added that several Hollywood studios would soon produce special short subjects for the purpose of exploiting their new talents and that the Audience Awards poll fits perfectly into these plans.

Kahane Appreciative

Kahane declared: "I want to express the fullest appreciation on the part of the AMPP" and to "guarantee complete cooperation," and went on, "It is every producer's concern to know exhibitor and public opinion of screen talent" and "this is the first time everybody in the industry has worked together to find out this important information."

SIMPP

(Continued from page 1)

SIMPP member product, but will be cooperative. About 95 per cent of the product made by us is being distributed abroad by major distributors, and very satisfactorily, but we feel that in some territories where licenses are restricted, or other limits applied, it is practical for SIMPP producers to obtain licenses or other arrangements by individual action. As it is not always economically advantageous for a producer to send a representative into such areas to attend to this, we plan to maintain a salesman there who can attend to it."

It was made clear that SIMPP will "not supplant but will supplement" present representation.

All officers of SIMPP were re-elected.

Foreign Earnings

(Continued from page 1)

tax reduction on certain income earned abroad, but not including motion picture rentals. The King bill is designed to make sure that film rentals are included in any bill which would reduce the tax rate on foreign income.

The House last year approved a provision in the tax revision bill to tax income earned overseas at 14 points less than the ordinary rate, but excluded film rentals and certain other income. The Senate knocked out the entire provision. The Administration has indicated it would try to get this Congress to approve similar legislation, still excluding film rentals from the lower tax rate.

King said his bill would "prevent discrimination against the motion picture industry, which operates in more countries than any American industry." He pointed out that the industry has more than $100,000,000 of investments in 40 foreign countries, that it employs some 30,000 people overseas, and that its foreign earnings aggregate 42 per cent of its total revenue.

Trip to the Near East Of Johnston Deferred

WASHINGTON, July 27. — The trip to the Near East of Eric Johnston, president of the Motion Picture Association of America, as president Eisenhower's personal ambassador has been postponed until mid-August.

Johnston originally was scheduled to leave at the end of this week on a return visit to the Near East, where he is trying to work out a solution to the Jordan Valley water dispute. Aides said the main reason for the postponement was a decision to wait until after the coming Syrian elections.



Kefauver

(*Continued from page* 1)

through next January 31. The subcommittee has been looking into the effect of horror and crime films and TV programs on teen-agers. Some further hearings on the film situation are likely in the fall, subcommittee officials have indicated.

Kefauver said the television industry, "brought face to face with the problem of its influence on juvenile conduct," was taking steps to improve its programs.

Sees Films a Problem

However, he noted that while most broadcasters adhere to the radio and television code, those producing films for television have no restrictions of their own on film content. "We were especially interested," he said, "in having those who produce films for television come under some sort of industry regulation."

Turning to the subcommittee's study of the film industry, Kefauver said the Advert.sing Code "seems to have been administered far too laxly in the last few years." He declared that "the predominance of crime, horror, violence and sex portrayed in film advertisements not only transgresses upon good taste, but also constitutes a genuinely harmful influence on young people."

"Both the motion picture producers and the advertisers have finely worded codes, but too often these codes are violated," he continued. "When they are violated, so are the minds and the sensibilities of our growing children."

Opposes Censorship

Kefauver said his subscommittee had started "from the very proper premise" that the U. S. frowns on censorship. "We believed then, and we believe now, that American industry can so regulate itself by voluntary codes that government control in this field should never be necessary. Now that the industry has been presented with the very revealing facts of its influence on the mores of this country, I am sure they will be more selective in their programming. It is certainly to be hoped that the industry will police itself and not force the Federal government to intervene."

Bookings in August For 'Queen' Total 49

Twentieth Century-Fox's CinemaScope production "The Virgin Queen," bowing Aug. 5 at the Roxy Theatre here, will have 49 first domestic engagements during August, it was disclosed yesterday.

Starring Bette Davis as Queen Elizabeth and Richard Todd as Sir Walter Raleigh, the Charles Brackett production will open Aug. 3 at the Warner, Atlantic City; Chinese, Loyola, Ritz and Fox, Los Angeles; and at the Paramount, Toledo, on Aug. 4.

Other August playdates are: Fox, Philadelphia and Hippodrome, Cleveland Aug. 5; Strand, Portland, Maine and Harris, Pittsburgh Aug. 10; Rialto, Louisville Aug. 11; Wisconsin, Milwaukee, Aug. 12; Paramount, Nashville and Aztec, San Antonio, Aug. 18, and the Carib, Miami, and Miracle, Miami Aug 19.

The picture had its world premiere last Friday in a benefit performance at the Strand Theatre, Portland, Me.

"Pete Kelly's Blues"

(*Continued from page* 1)

niche in society, Webb utilizes such top names of the music world as Peggy Lee and Ella Fitzgerald, along with a stellar Hollywood cast headed by Janet Leigh, Academy Award winner Edmund O'Brien, Andy Devine and Lee Marvin.

The 1927 vintage mood in the Webb directorial effort ranges from an opening Negro spiritual to hot jazz and low-down blues. The singing by Miss Fitzgerald, tops in her class, is thoroughly enjoyable, as are the songs by Miss Lee, who portrays a dipsomaniac in a key role in this musical melodrama. Also, the atmosphere of the prohibition era environment—speakeasies, booze-running and the hard-drinking, joy-seeking youngsters, is distinctly captured. Richard L. Breen's screenplay, Hal Rosson's photography, Harper Goff's production designs and Matty Matlock's musical arrangements, besides two top musical numbers—"Pete Kelly's Blues" and "He Needs Me,"—must also be mentioned as top contributing factors which enhance the picture.

Following the end of Warld War I, Webb acquires a battered cornet in a freight car crap game, and to him, it is his livelihood. After a passage of time, from 1919 to 1927, Webb is leading his jazz crew in a dingy Kansas City speakeasy, where they hide the booze in the coffee urn and even cut the water. Playing music that he likes—New Orleans two-beat—Webb is told by racketeer O'Brien that he is going into the band business and wants a commission from his band. At first, Webb is for resistance, but after the violent shooting of his drummer, he goes along with the gangster and soon is featuring, with his band, Miss Lee, a singer no longer young or ambitious. In the meantime, Webb is being chased romantically by Miss Leigh, a typical youngster of the era who lives with "the wild ones."

The situation comes to a head when O'Brien savagely beats up Miss Lee, who is sent to an insane asylum. Webb seeks assistance to rid the band business of O'Brien from detective Devine, solace from Miss Leigh and advice from friend-clarinetist Marvin. He learns that incriminating evidence could be found at a dance hall, and while rifling a desk belonging to O'Brien is surprised by the racketeers. In the flashing lights of a spinning color wheel, and the blare of a player piano, Webb matches gunfire with the racketeers, killing O'Brien in the fracas and bringing an end to his troubles.

Running time, 95 minutes. General classification. For release in August.

LESTER DINOFF

SMPTE to Meet

(*Continued from page* 1)

Nemec, of the SMPTE, who attended the Stockholm session as the international secretary, and Axel Jensen, engineering vice-president of SMPTE, who also attended the Stockholm meet.

Meanwhile, it was announced that a slated meeting of the American delegation to the Stockholm session has been called off due to the inability of a number of American delegates to come East.

'Shrike' Sets Record

"The Shrike," Universal-International's dramatic film production starring Jose Ferrer and June Allyson and based on the Pulitzer Prize Play by Joseph Kramm, set a new opening day record of $5,688 at the Midtown Theatre in Philadelphia on Tuseday in its first key city opening following its world premiere at the Victoria Theatre in New York, according to U-I.

Approves Exemption Bill

WASHINGTON, July 27. — The Senate Finance Committee approved a House-passed bill to exempt from the 10 per cent manufacturers excise tax any radio or television sets used by film companies on location. The committee added an amendment dealing with a completely different subject, so that further House action will be necessary even after the Senate passes the bill.

Delay 'Sheep' Bow

The opening date of "The Sheep Has Five Legs," French comedian Fernandel's new film, has been postponed one week. The film will now have its American premiere at the Fine Arts Theatre here on Aug. 9.

RCA Profit

(*Continued from page* 1)

per cent—the previous record established in the first half of 1954.

RCA earnings before Federal income taxes, for the first six months of 1955, amounted to $44,351,000—also an all-time high. After providing $22,290,000 for Federal taxes, net profit for the half year amounted to $22,061,000, an increase of $2,793,000, or 14 per cent over the first six months of 1954. After payment of dividends on the preferred stocks, this represents earnings on the common stock of $1.46 per share, compared with $1.26 per share earned in the first half of 1954.

Sales during the second quarter of 1955 amounted to $232,205,000 compared with $217,760,000 in the second quarter of 1954, an increase of 7 per cent. Common share earnings in the second quarter this year amounted to 62 cents, compared with 60 cents last year.

Pathecolor for 12 Mexican Films

HOLLYWOOD, July 27.—A feature production in Pathecolor, "Musica en la Noche," is being shot in Mexico, with Alfonso Patino Gomez, general manager of Alianza Cinematografica, S.A., as producer.

James S. Burkett, West Coast sales manager for Pathe Laboratories, Inc., announced that "Musica" is the first of a series of 12 features to be produced in Pathecolor by the Alianza organization in a deal consummated by Burkett in Mexico City.

Spitalny to Palace

Arrangements have been completed whereby Phil Spitalny will present his Hour of Charm all girl orchestra and choir at the RKO Palace Theatre for a week starting on Aug. 12.

PEOPLE

Art Young, Paramount booker in Cleveland, who is celebrating his 50th year in the film industry by retiring and moving to Florida, was the guest of honor at a testimonial luncheon. More than 100 industry members including district managers, branch managers, salesmen, bookers and exhibitors attended the event at the Theatrical Grille. **M. B. Horwitz** was toastmaster and tribute also was paid by **Harry Buxbaum,** Paramount branch manager.

□

Ted Meyer, formerly with Columbia Pictures' publicity department, has joined Endorsements, Inc., as a junior account executive.

□

Jo Cash has been added to the booking department of Buena Vista's branch in Atlanta.

□

Ben Taylor, a film salesman for Warner Brothers in the Los Angeles branch for the last five years, has joined the Allied Artists exchange there, replacing **Henry Balk,** who resigned to go into the real estate business in San Francisco.

□

Allen Klein has become a legal associate of **Herbert Baerwitz,** attorney for a number of Aubrey Schenck-Howard W. Koch enterprises, and will serve as resident counsel for Schenck-Koch's Bel-Air Productions, Aubrey Schenck Productions, Schenck-Koch Productions, Camden Productions, K-B Productions, Northridge Productions and Sunrise Pictures. In his new post, Klein will make his office in Hollywood.

Des Moines Observes Paul Gregory Day

DES MOINES, July 27.—With an estimated 45,000 Iowans taking part in a day-long round of festivities saluting producer Paul Gregory, United Artists' "The Night of the Hunter" had a "gala" world premiere at the Paramount Theatre last night.

The opening, benefiting the Young Men's Christian Association building fund, capped a city-wide celebration of Paul Gregory Day honoring the first film production by one of Des Moines' native sons. Hundreds of national and local notables participating included Iowa Governor Leo A. Hoegh, Des Moines Mayor Joe Van Dreser and a contingent of Hollywood stars and industry leaders.

United Artists executives attending the bow starring Robert Mitchum, Shelley Winters and Lillian Gish, were headed by William J. Heineman, vice-president in charge of distribution; general sales manager B. G. Kranze and Western division manager James R. Velde.

Film luminaries taking part in the fanfare were Charles Laughton, who directed "The Night of the Hunter" and previously staged a number of Gregory's hit theatrical productions; Marilyn Maxwell, Cesar Romero, Elsa Lanchester, Mary Murphy, Don DeFore, Rosemarie Bowe, Alex Nicol and Agnes Moorehead.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 20 NEW YORK, U. S. A., FRIDAY, JULY 29, 1955 TEN CENTS

New Challenge

To Test Mass. Censorship On Weekdays

To Open 'Game of Love' Without Pre-censorship

Special to THE DAILY

BOSTON, July 28.—The French film "Game of Love" opens at the Beacon Hill Theatre Saturday morning without pre-censorship approval in a test case brought by Times Film Co., distributors.

Since the opinion of the Massachusettes Supreme Judicial Court was rendered earlier this month to the effect that Sunday censorship is invalid and unconstitutional, Times Film is of the belief that week-day

(*Continued on page 7*)

NATKE May Ask Probe of Structure Of Wages in UK

By WILLIAM PAY

LONDON, July 28.—The executive council of National Association of Theatrical and Kine Employees is to report to the Ministry of Labour "the manner in which the C.E.A. is dealing with the union's proposals for a new wage structure."

A strong protest will also be made

(*Continued on page 6*)

Buena Vista Ad Post To Albert Margolies

Albert Margolies has been named director of advertising, publicity and exploitation of Buena Vista Film Distribution Co., the Walt Disney releasing subsidiary, it was announced by Leo F. Samuels, president of Buena Vista.



Albert Margolies

For the past two years, Margolies was active with the Disney organization as special consultant on publicity and advertising. As an independent publicist, he had been

(*Continued on page 7*)

Tax Treaty Would Free Italian Rentals

From THE DAILY Bureau

WASHINGTON, July 28.—The Senate Foreign Relations Committee recommended that the Senate ratify a pending tax treaty with Italy. The treaty would exempt U.S. film rentals in Italy from Italian income tax and Italian rentals in the U.S. from U.S. tax. The exemption would be effective as of Jan. 1, 1955 if the Senate ratifies the treaty before adjourning.

Bidding Attacked in Pa. Trust Action

Special to THE DAILY

PHILADELPHIA, July 28.—The system of competitive bidding was attacked in an anti-trust suit filed in the U.S. District Court for the Eastern District of Pennsylvania by the Colonial Amusement Co. against the eight major distributors and the Stanley Warner Management Corp. The complaint, which seeks injunctive relief and an unspecified amount of damages, alleges that the "defendants have

(*Continued on page 7*)

Network Probe Put Off Until January

From THE DAILY Bureau

WASHINGTON, July 28.—Senate Commerce Committee chairman Magnuson (D., Wash.) has again postponed the committee's promised hearings on television networks and other broadcasting problems, this time until next January.

The hearings were originally scheduled to take place before Congress

(*Continued on page 7*)

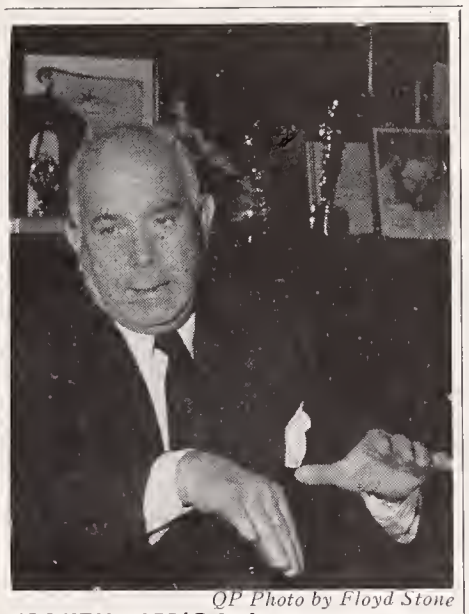
Reviews African Deal

Skouras Forecasts Increased Earnings

Sees Continued Uptrend in Both Domestic And Foreign Business of 20th Century-Fox

By MURRAY HOROWITZ

A continued upward trend in 20th Century-Fox earnings this year was forecast here yesterday by president Spyros P. Skouras, fresh from his trip abroad where he concluded the deal looking toward the purchase of African Theatres, Ltd., by 20th-Fox.



QP Photo by Floyd Stone

"SOUTH AFRICA is a very prosperous country and the opportunity to invest there appealed to us. But we have to pay through the nose—millions. . . ." Spyros P. Skouras at his press conference in the 20th Century-Fox home office yesterday following his arrival from London where he signed the agreement this week for acquisition of the Schlesinger theatrical interests in South Africa.

Skouras, responding to a question at his press conference, said that he looked forward to greater revenues domestically this year, while foreign revenues also will be much better than last year. Asked if he referred to the net profit, Skouras qualified his forecast by saying that "I think our net will be a little better than last year," citing the greater number of pictures in release.

The 20th-Fox president announced that Edward F. Lomba, the present 20th-Fox managing director in South Africa, would head up all 20th-Fox interests there if the deal with Schlesinger is consummated. As reported previously, Skouras said that an agreement was signed with the contingency that it can be called off, if

(*Continued on page 7*)

Skouras Places Value of $150,000,000 On 20th Century-Fox's Film Library

A value of almost $150,000,000 was put on the 20th Century-Fox film library by 20th-Fox president Spyros P. Skouras here yesterday.

Skouras estimated the value of the company's backlog of films in response to a reporter's query whether he contemplated the sale of old 20th-Fox films to TV.

"Why should I sell films worth millions of dollars," Skouras questioned, "for a few pennies?" He said that if he got his price he would sell 20th-Fox films to TV, but stressed that his price was far above the current prices being offered by TV. Some day, he added, "I will get" the $150,000,000.

The 20th-Fox president reiterated emphatically his objections to toll TV, describing subscription TV as bad for the motion picture business as well as for television.

Citing grosses on "The Seven Year Itch," which he estimated will be world-wide about $10,250,000, Skouras rejected the contention that any proposed toll TV medium could offer anything near that amount of money.

Three Objections to 'Camera,' Shurlock Informs Schwartz

From THE DAILY Bureau

HOLLYWOOD, July 28.—Following a meeting with Geoffrey Shurlock, Production Code administrator, regarding a seal for "I Am A Camera," Fred Schwartz, president of Distributors Corp. of America, told the press that no official turndown on the granting of a PCA seal has been made, although the indication is that PCA will deny a seal in the film's present form.

Schwartz stated "we sincerely want

(*Continued on page 2*)

Entries for Selznick Awards Selected

Selection has been made of the five films that will receive the 1955 Golden Laurel Medals and compete for the annual international David O. Selznick Golden Laurel Award for the foreign motion picture making the greatest contribution to international

(*Continued on page 7*)

PERSONAL MENTION

DAVID A. LIPTON, Universal Pictures vice-president, will leave here by plane today for the Coast.

•

MILTON R. RACKMIL, president of Universal Pictures, will leave New York tonight for Hollywood.

•

MIKE SIMONS, M-G-M customer relations director, will leave here Wednesday night for Toronto.

•

B. G. KRANZE, United Artists general sales manager, will return to New York today from Des Moines.

•

FRANK J. DRUMM, of the RKO Radio New York exchange, became a grandfather when his daughter, RUTH, gave birth to a boy in Jamaica Hospital.

•

LEONARD HIRSCH, home office assistant to RUDY BERGER, M-G-M Southern sales manager, will leave here today for a vacation in New Hampshire.

•

MRS. RITA STONE, executive assistant to PHIL LEWIS, of American Trading Association, has given birth to a girl at Brooklyn Women's Hospital.

•

LEONARD H. GOLDENSON, president of American Broadcasting-Paramount Theatres, is scheduled to return here at the weekend from the Coast.

•

WILLIAM J. HEINEMAN, United Artists vice-president in charge of distribution, will return to New York today from Chicago.

•

LOU BROWN, Loew's Poli-New England Theatres advertising-publicity chief, has returned to New Haven with his family from the Coast.

•

ALAN J. LERNER, lyricist, and FRED LOEWE, an associate, will leave here for London tomorrow via B.O.A.C. Monarch.

•

WILLIAM SPIVAK, industry attorney, will leave here Sunday for London via B.O.A.C. Monarch.

•

EDWARD and EDNA ANHALT, writer, will leave here today for Madrid.

Detroit Likes 'Laramie'

Columbia's William Goetz production, "The Man From Laramie" rolled up the greatest weekday gross in the history of the Palms State Theatre, Detroit on Wednesday, registering $7,290 for the opening day, according to Columbia.

Krim in Europe

Arthur B. Krim, president of United Artists, is scheduled to return early next week from a two-week trip through Europe following business meetings in Rome and Paris.

More to Be Held Next Month

Exchange Area Meetings Report on Progress of Audience Awards Poll

Several exchange area meetings on the Audience Awards election were held this week with others scheduled for early August, according to advices received yesterday by Robert W. Coyne, special counsel for COMPO.

In the Kansas City exchange area, 36 members of the Audience Awards committee met at a luncheon on Monday arranged by Senn Lawler, Ronald Means and Harry Hamburg, the area co-chairmen. They received reports that at least 200 theatres in the area, including all of the principal circuit theatres, will participate in the election. Efforts are being made to round up all other theatres in the area.

Activity in Atlanta

Branch managers and key distributor representatives in the Atlanta exchange area met Tuesday to formulate plans for a series of exhibitor meetings in the territory. Emil Bernstecker of the Wilby-Kincey Service Corp., a member of the original Audience Awards planning committee, addressed the meeting and urged 100 per cent participation by exhibitors.

Independent exhibitors of Idaho and Utah met in Salt Lake City yesterday. Joe Rosenfeld of Spokane was the principal speaker. Members of the Audience Awards committee in the Salt Lake City area are Sam Gillette of the Assorted Amusement Co., Carl E. Anderson, the Anderson Theatre Co., Kenneth O. Lloyd of 20th Century-Fox, Ray Hendry of Intermountain Theatres and Jack McGee of Fox Inter-Mountain.

B. F. Shearer, Will Conner, J. J. Rosenfield and Arthur Greenfield, comprising the Audience Awards committee for Seattle exchange area, have called a meeting of exhibitors, distributors and other industry representatives for Aug. 18 in Seattle. The meeting will formulate promotion plans and discuss plans for a guessing or other contest among theatre patrons.

Arrangements are being made for a meeting in Des Moines next month, but no date has yet been selected.

The Independent Theatre Owners of Arkansas have sent a bulletin to its entire membership, urging participation in the election. "This has all the possibilities of being a great box office stimulator," the bulletin says, "and we owe it to ourselves to cooperate all the way down the line."

'Camera'

(Continued from page 1)

a seal and will do whatever we have to do in order to get a Code Seal, and will appeal to the Motion Picture Association board if necessary."

Schwartz pointed out "we did not have to submit picture for a seal, but DCA is going to be in business for a long time and we wish to endorse the concept of the code."

Shurlock raised following objections to film:

¶ Promiscuity without compensating punishment.

¶ Discussion of abortion.

¶ Racy dialogue throughout film.

Schwartz countered that standards have been set in other films on similar situations where seals have been granted, citing "From Here to Eternity" and "People Will Talk." Schwartz further contended that to eliminate any part of the dialogue would destroy the fabric of the film.

Schwartz believes "Camera" a very moral film, reasoning that it shows what happens to people of a corrupt civilization, as when pre-war Nazi Berlin took over, and godliness is ignored.

Schwartz, who flew here for the meetings with Shurlock upon receipt of a letter from him this week, returns tonite prepared to enter into further discussion with the MPAA board following screenings in New York.

Schwartz said "There is no question in my mind that Shurlock has the welfare of the industry at heart."

The film will receive its world premiere at the Mayfair, Asbury Park, N. J., Aug. 4. In addition to numerous resort bookings throughout August, the film will open at the Little Carnegie, New York, on Aug. 8 and at the Four Star, Los Angeles, on Sept. 7.

Questioned regarding future production activity, Schwartz said he plans to complete "Finian's Rainbow" within three months, then will arrange production of "Viking" and "Leila."

Exhibitors to Share In UA-Bra Contest

A $75,000 international beauty contest supported by Exquisite Form Bra and United Artists will spotlight UA's "Gentlemen Marry Brunettes" with a top-drawer publicity campaign geared for news, photo and TV-radio coverage blanketing the United States and Canada, it was announced yesterday.

An additional prize purse of $4,000 in United States Savings Bonds will go to exhibitors and managers mounting the best theatre promotions for the "Gentlemen Marry Brunettes"—Exquisite Form competition.

The shapeliest girl among 63,000 contestants entered in the eliminations held at more than 2,300 theatres in the U.S. and Canada will be crowned "Miss Exquisite Form."

O'Neil, Poor Elected To RKO-Pathe Board

Thomas F. O'Neil, president, and John B. Poor, vice-president, respectively, of General Teleradio, Inc., have been elected directors of RKO-Pathe, Inc., as well as RKO Radio. O'Neil was also elected chairman of the board of directors of the corporation.

. . . NEWS ROUNDUP

FPC Meetings Scheduled

President J. J. Fitzgibbons of Famous Players Canadian Corp. is expected to return to Canada from his home in California for the first of the company's annual conferences at the Royal Connaught Hotel, Hamilton, Ont., scheduled for Aug. 8-9, in which the participants will be Toronto head-office executives, Eastern partners and Ontario managers. Similar meetings will be conducted in Western Canada starting at Winnipeg Aug. 25, followed by one-day sessions at Saskatoon Aug. 27 and Edmonton Aug. 28, with a two-day meeting Aug. 30-31 at Vancouver where the circuit has announced the closing of five suburban units.

■

London Circuit Adds Two

Sol Sheckman, chairman and managing director of the Essoldo Circuit in England, has announced that the group has acquired the Regal in West Hartlepool, and the Hippodrome in Stockton, bringing their total to 185, at present.

■

Todd Group in London

Advance units of "Around The World In Eighty Days" have already arrived in London to shoot location scenes. Mike Todd is scheduled to join them today.

■

Toronto Circuits Bid

N. A. Taylor, head of 20th Century Theatres in Toronto, is negotiating for the lease of his Imperial Theatre, Ottawa, to the Canadian Repertory Theatre. In turn, 20th is making a bid for an independent theatre in Ottawa.

■

Warners Makes 2 Changes

"Marked For Life" is announced as the final title for the prison film, "I Died a Thousand Times," directed by Walter Doniger and produced for Warners by David Weisbart. The title of "Mr. Evil," an Orson Welles film acquired by Warners for foreign distribution, has been changed to "Confidential Report."

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"MISTER ROBERTS"
in CinemaScope and WarnerColor starring
Henry FONDA • James CAGNEY
William POWELL • Jack LEMMON
A WARNER BROS. PICTURE
and SPECTACULAR STAGE PRESENTATION

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor. Telephone HOllywood 7-2145; Chicago Bureau. 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second-class matter Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10¢.

PEOPLE

Leslie F. Muter, winner of this year's Medal of Honor of the Radio-Electronics-Television Manufacturers Association, has been named chairman of the association's annual awards committee which will select the recipient of the 1956 medal.

¤

Hugh Sammons, manager of the State Theatre, Savannah, Ga., has been transferred to the Savannah Theatre.

¤

Harry J. Nash, operator of the Ritz Theatre, California, Mo., is celebrating his golden anniversary in the theatre business. He started with his father, **Mike Nash,** in a nickelodeon in St. Louis in 1906.

¤

Mort Irves, formerly of Co-op Booking Service of Omaha, has joined the RKO Radio sales staff in Omaha. He used to be a Columbia salesman there.

¤

Lou Metzlaar, who used to be a booker for the Evergreen circuit in Portland, Ore., has joined the Oregon Theatre Co-op.

¤

V. W. Hazelhoff has leased the closed Lyric Theatre, Coon Rapids, Ia., from **F. V. Rafferty** and will reopen it shortly.

¤

Charles Handel has been retained by the Rogers & Cowan office to handle the New York opening of DCA's "I Am a Camera."

¤

Frank Doherty, relief manager for Loew's in-town theatres, has been reassigned as manager of Loew's Bay Ridge Theatre in Brooklyn, effective immediately.

¤

Stanton Patterson, manager of the Leland Theatre in Albany, has recovered sufficiently from a broken collarbone to return to work.

Senate Approves House TV-Tax Bill

WASHINGTON, July 28. — The Senate today approved a House-passed bill to exempt from the 10 per cent manufacturers excise tax any radio or television sets used in connection with a business.

The measure now must go back to the House for further action, since the Senate tacked on to the House bill an amendment dealing with an entirely different subject.

Starr on Radio

Martin Starr, Hollywood commentator, is the master of ceremonies of the Mutual Broadcasting System's radio show, "Here's Hollywood," which is heard here Monday through Friday at 3 P.M. It was inadvertently reported that Starr's show was a television presentation on MBS.

Review

"Special Delivery"

(*Rathvon-Columbia*) *Hollywood, July 28*

JOSEPH COTTEN and Eva Bartok are the marquee personalities in this unique and generally delightful N. Peter Rathvon Production that was filmed in the shadow of the Iron Curtain and combines humor and contrastive ideologies to the considerable advantage of both. It is the first picture since "Ninotchka," with which it has little in common save basic subject, to use Soviet political concepts and practices for purposes of comedy, and it makes very good use of them indeed. The setting is the United States embassy in an un-named satellite nation whose governmental policies and rules are contrasted with those of the United States, this contrast being demonstrated in connection with the custody of a baby found on the grounds of the embassy and taken in by the ambassador and his staff. All the audience appeal that a baby on the screen invariably exerts is at work on the audience throughout the picture, affording decided offset to the conflict between customs and assuring the production a prosperous exhibition experience.

Co-producers Stuart Schulberg and Gilbert de Goldschmidt, using a screenplay by Phil Reisman, Jr., and Dwight Taylor, two knowing scriptsmiths, cast Cotten as the American ambassador, a single man of easy manner, and Miss Bartok as the Soviet nurse, and spy, who is assigned to the embassy, by the host nation, to take care of the abandoned baby. Under the well measured direction of John Brahm, these players and others of lesser American renown but ample talent, enact with good taste, smooth pace and altogether amusing effect the series of small but meaningful incidents that make up the story (based on an idea by Geza Radvanyi) of how it comes about that the baby is found to be neither an American nor a Soviet citizen, thus relieving all diplomatic tensions, and that the American ambassador and the Soviet nurse-spy are on their way to a romantic future at picture's end.

Running time 86 minutes. General classification. Release date unset.

WILLIAM R. WEAVER

Paramount Has Four Currently Shooting And Six Editing

Peak activity and a 100 per cent VistaVision schedule make up the current production picture at Paramount where 10 major films are reported in progress. Six of these are finished shooting and are in the cutting rooms and four are before the cameras at this time.

A report from St. Thomas, Virgin Islands, on one of the pictures now filming, Perlberg-Seaton's "The Proud and Profane," is that four nights of all-night shooting were concluded yesterday at the West Indies Company dock. Stars William Holden and Deborah Kerr participated in the dusk-to-dawn shooting, with Jack Warren in charge of the VistaVision cameras. Film is being shot in black-and-white.

'Commandments' Started

Paramount cameras in Hollywood are rolling on Cecil B. DeMille's supreme production effort, "The Ten Commandments," starring Charlton Heston, Anne Baxter, Yul Brynner, Yvonne DeCarlo, Debra Paget, and many others; Alfred Hitchcock's "The Man Who Knew Too Much," starring James Stewart and Doris Day, and an as yet untitled comedy starring George Gobel. All three are shooting in Technicolor as well as VistaVision.

Pictures editing are: William Wyler's "The Desperate Hours" (black-and-white), starring Humphrey Bogart, Fredric March and Arthur Kennedy; Panama-Frank's "The Court Jester" (Technicolor) starring Danny Kaye; "The Vagabond King" (Technicolor), starring Kathryn Grayson and new singing sensation Oreste; Hal Wallis' "Artists and Models," (Technicolor), starring Dean Martin and Jerry Lewis; "Anything Goes" (Technicolor), starring Bing Crosby, Donald O'Connor and Jeanmaire, and Perlberg-Seaton's "The Scarlet Hour" (black-and-white), introducing sultry new star Carol Ohmart.

600 New Members Joint SMPTE; Board Expands 'Journal'

Six hundred new members have joined the Society of Motion Picture and Television Engineers, bringing the SMPTE roster to 5,330 members, it was reported here yesterday following the SMPTE board of directors meeting.

The large gain in membership was racked up within the past six months, it was stated.

The board authorized a 20 per cent increase in expenditure for the "SMPTE Journal." In addition, the board authorized the appointment of an SMPTE delegate to the newly-formed Acoustical Standards Board of the American Standards Association. Convention dates for 1958 and 1959 also were set. The SMPTE plans its 84th convention in the Sheraton Cadillac Hotel, Detroit on Oct. 19-24 in 1958 and its 86th convention at the New York Statler, Oct. 5-8 in 1959.

UA's 'Summertime' Set for 23 Openings

United Artists' "Summertime" has been set for 23 key openings throughout the United States during August, it was announced here yesterday by William J. Heineman, vice-president in charge of distribution.

The Ilya Lopert production, currently in its sixth week at the Astor Theatre here, will be unveiled at Loew's theatres in Nashville, Providence, Buffalo, Rochester, Columbus, Dayton, Cleveland, Akron, Canton, Toledo, Houston, Indianapolis, Evansville, Bridgeport, Hartford, Harrisburg, Reading, Norfolk and Richmond.

Other top houses opening the color by Technicolor picture include the Fox Wilshire in Los Angeles, the State in Louisville, the Randolph in Philadelphia and the Southern in York.

'Millions of Votes'

Push Audience Poll, Compo Urges Papers

The newspapers of the nation are told how their readers may participate in the Audience Awards elections of the Council of Motion Picture Organizations in the 49th of a series of advertisements to appear in the current "Editor and Publisher."

The ad, which features a sketch of a long line of voters depositing their votes in a ballot box in a theatre lobby, carries the caption: "These Are *YOUR* Readers! They're voting with ballots cut from your paper!

'Glimpse into the Future'

"This imaginary lineup of voting moviegoers," the ad says, "is a glimpse into the future—the fortnight of November 17-27. For it is then that the Audience Awards election will be held in thousands of theatres across the country.

"This election will mark the first time the moviegoer—your reader—will have a chance to cast his ballot in a national selection of the best movie of the year, the best performances and the most promising players.

"Millions of votes will be cast—and among them could be many thousands of ballots clipped from your newspaper. (That parade of moviegoers to the lobby ballot box, shown in the illustration, is made up of your readers.)

'Landslide' Predicted

"We expect a landslide. There's room on the bandwagon for you.

"If you are interested in an inexpensive, popular promotion, your papers can participate easily and pleasantly in the Audience Awards.

"Talk it over with your local Audience Awards committee of local theatre owners. Or write us for a complete campaign book, giving details of this promotion feature."

Stars of 'Stranger' Hailed by Londoners

LONDON, July 28.—"Not As a Stranger," Stanley Kramer production for United Artists, opened here last night at the Leicester Square Theatre to a capacity audience which entered the theatre through a crowd of 12,000 persons gathered in and outside the lobby for a glimpse of the American film stars attending the premiere.

At the center of the demonstration were Olivia de Havilland, Robert Mitchum, Gloria Grahame and Broderick Crawford, all starred in the film, who came here by plane for the opening performance. They were ushered into the theatre by policemen and each, in turn, made an appearance on the stage.

A brilliant audience including members of the British royal family, diplomatic officials and international celebrities accorded the film a sincere ovation at its conclusion.

The plush opening highlighting London's summer theatre season was beamed across Great Britain and the Continent by television and radio. A large turnout of American tourists joined Londoners in viewing the ceremonies at the Odeon.

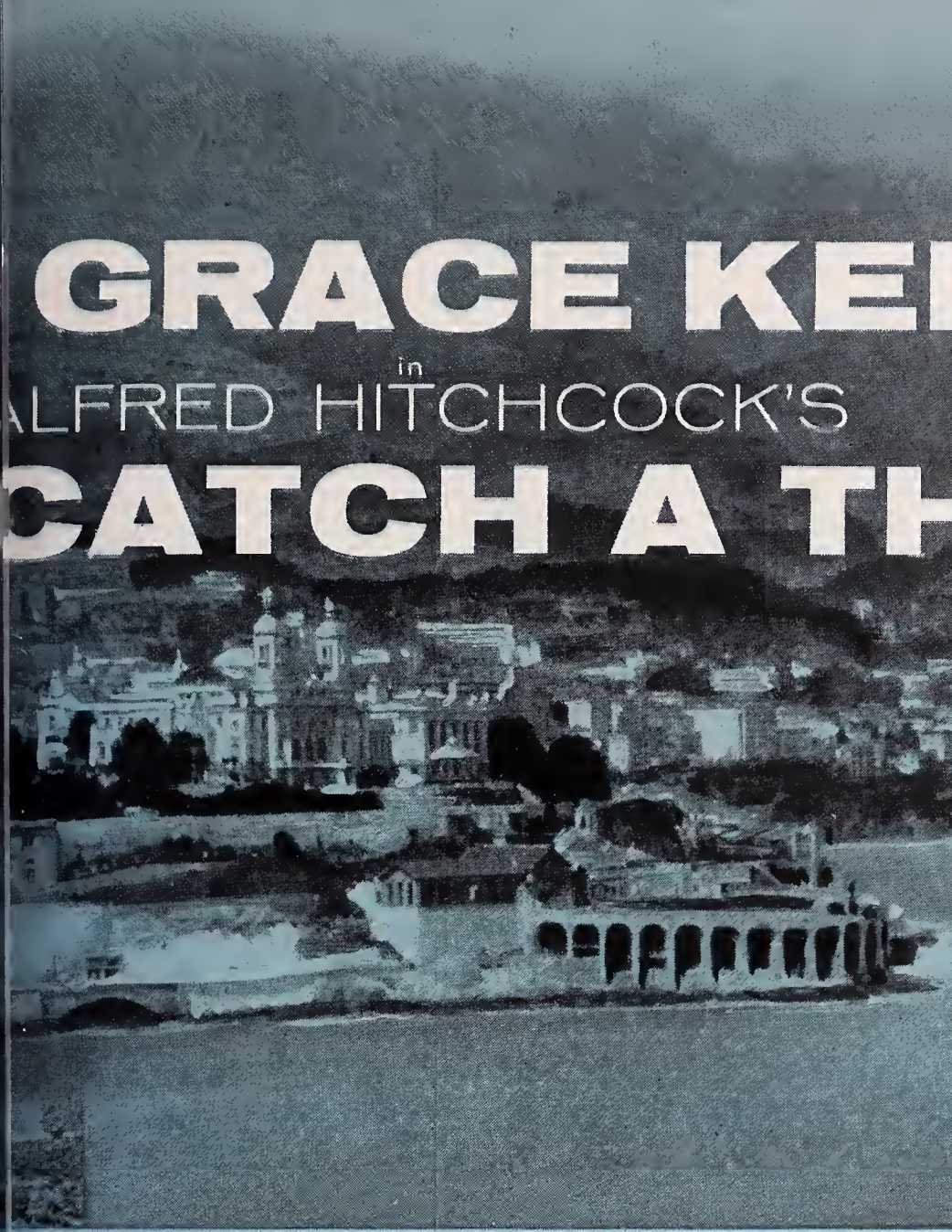

CARY GRANT
TO
THE ATTRACTION
ACADEMY AWA
with JESSE
Sc

GRACE KELLY

in

ALFRED HITCHCOCK'S

CATCH A THIEF



VISTAVISION

MOTION PICTURE HIGH-FIDELITY

NEW EXPLOSION OF BOXOFFICE POWER
PARAMOUNT'S RECORD-SHATTERING
UCCESSION OF BOXOFFICE BLOCKBUSTERS!

TH EVERYTHING TO ATTRACT CROWDS, TOPPED BY 1955's ACTRESS IN THE ARMS OF HER MOST ROMANTIC CO-STAR..

stling with that famous Hitchcock suspense—blazing with most daringly projected love-affair of the decade— rred with unmatched marquee strength. Pulse-pounding ry . . . heart-quickening romance . . . all in a dazzlingly ulent setting that transports your audience to the fabulous nch Riviera where the VistaVision cameras captured all splendor right on the spot!

YCE LANDIS • JOHN WILLIAMS • Directed by ALFRED HITCHCOCK

ay by JOHN MICHAEL HAYES • Based on the novel by David Dodge

Color by TECHNICOLOR

$40 Millions in Production Now

United Artists' Rapid Progress

In Four Years, Gross Increased $30,000,000; 43 Releases in 1955

In only four years under the management of president Arthur B. Krim, board chairman Robert S. Benjamin and their associates, United Artists has expanded and altered its activities from distribution of films only, to participation in production financing and the development of new, independent production units.

As a result, more than 100 new features are now committed to United Artists for release during the next three years, guaranteeing exhibitors throughout the world an average of more than 30 films a year. Additional agreements for top-rank product are now nearing completion. And with a flow of films for the coming 36 months assured, the company is now launching long-range planning in pre-production, production, financing and merchandising.

Investment at Peak

This year alone UA is investing $40,000,000 in the production of new films, the largest financial involvement in its 36-year history, with the company figuring in the financing of all its current and forthcoming releases.

With the expansion of its activities has come a commensurate increase in bookings and billings. UA releases now reach the largest market in the company's history, with a banner 1955 product line-up aimed at saturation playoffs throughout the world. In the first six months of this year, domestic returns have run 31 per cent ahead of 1954 and foreign grosses have shown an advance of 45 per cent. This spring the company registered the greatest single week's billings in its history—$1,900,000. The year's grosses are virtually certain to total well over $50,000,000, substantially topping the record 1954 return of $43,100,000 and almost trebling the 1951 figure of $19,900,000, the company states.

Ad Budget Sets Mark

A record promotional budget of $6,000,000 for 1955—25 per cent more than last year and 50 per cent greater than the outlay for 1953—attests to the company's policy of supporting its product with strong pre-selling campaigns. Promotional planning for the coming years calls for even greater outlays. A recently doubled field force now blankets the country to translate this expenditure into box-office action.

With a steady output of top-quality films guaranteed, exhibitors can look to United Artists as a sure source of product for years to come. Twenty-one important features will go into release in the July-December period of this year, including big-scale adventure spectacles, CinemaScope musicals, adaptations of standout best sellers and historical epics.

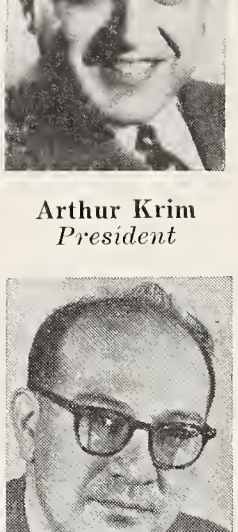
Festival Winner Included

Numbered among the roster of UA blockbusters available in the second half of 1955 are "Summertime," Ilya Lopert's Technicolor romance starring Katharine Hepburn and Rossano Brazzi; "Marty," Hecht - Lancaster comedy drama awarded the Grand Prize at the Cannes Film Festival; Stanley Kramer's "Not As A Stranger," all-star film version of the 3,000,000-copy best seller, with Olivia de Havilland, Robert Mitchum and Frank Sinatra in the top starring roles; Hecht-Lancaster's "The Kentuckian," CinemaScope adventure starring Burt Lancaster, and Paul Gregory's first film production, "The Night of the Hunter," starring Robert Mitchum and Shelley Winters.

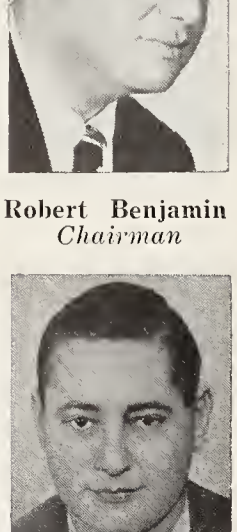
Handling Douglas' First

Also "Gentlemen Marry Brunettes," multi-million-dollar CinemaScope musical starring Jane Russell and Jeanne Crain; "The Indian Fighter" in CinemaScope, Kirk Douglas' first independent production; Samuel Goldwyn, Jr.'s "The Troubleshooter," starring Robert Mitchum and Jan Sterling, and Robert Rossen's massive "Alexander the Great," CinemaScope epic spectacle starring Richard Burton, Fredric March, Claire Bloom and Danielle Darrieux.

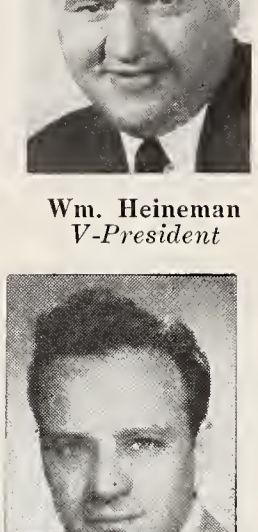
Under United Artists' continuing expansion plan, profits from these and future releases will be re-invested in production, the fostering of new independent units and the acquisition of outstanding book and stage properties, the company said.



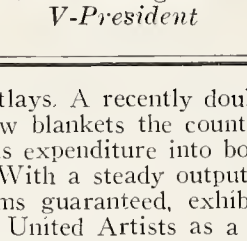
Arthur Krim
President



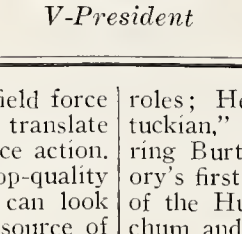
Robert Benjamin
Chairman



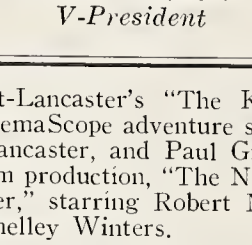
Wm. Heineman
V-President



Max Youngstein
V-President



Arnold Picker
V-President



Robert Blumofe
V-President

Highlights of Four Years of Progress Under United Artists' New Management

Following are highlights of the performance of United Artists in the past four years under the leadership of president Arthur Krim's management team:

WORLD GROSSES

1951	$19,900,000
1952	$29,300,000
1953	$38,600,000
1954	$43,100,000
1955 (est.)	Over $50,000,000

1955 RELEASES

January-June	22
July-December	21

GROSSES, FIRST HALF OF 1955

Domestic	31% ahead of 1954
Foreign	45% ahead of 1954

AD-PUBLICITY-EXPLOITATION BUDGET

1953	$4,000,000
1954	$4,800,000
1955	$6,000,000

New St. L. House Policy

ST. LOUIS, July 28.—A program of four weeks of stage shows and motion pictures to be presented at the Empress Playhouse, here, beginning Aug. 12, has been announced by Al Charles of Los Angeles, who has entered into a sub-lease agreement with the Ansell Brothers, who closed the theatre after a money-losing season last spring.

SDG Names 4 Directors

HOLLYWOOD, July 28. — Four more directors — George Marshall, Frank Borzage, H. C. Potter and Norman Z. McLeod—have been named by the Screen Directors Guild to direct the telefilms in the guild's series sponsored by Eastman Kodak.

Asks 'Compromise'

Congressman Sees Room for Free, Toll TV

From THE DAILY Bureau

WASHINGTON, July 28. — Rep. Thomas J. Lane (D., Mass.) said today there is room on the air both for free television and subscription television.

In a statement inserted in the "Congressional Record," Lane summarized the pros and cons of the toll TV question and concluded that toll television should be given a chance to give the American public quality programs. Both the free television system, supported by sponsors, and the toll television system, paid for by set-owners, have merit, he declared.

"There is room for both, and a compromise can be worked out to provide a complete and well rounded television service to the public," he said, "neither regimented nor exclusive. The American people should have access to quality entertainment as well as quantity entertainment. They are entitled to some freedom of choice."

NATKE May Ask

(*Continued from page* 1)

to the C.E.A. The union complains that no serious regard has been paid by the C.E.A. to the union's submissions of April 14, and it is only now that the C.E.A. has appointed a committee to examine the union's proposals. Unless C.E.A. counter-proposals offer a basis of negotiation, threatens the union, the Government will be asked to establish a court of enquiry into the whole system of wage rates in the cinema industry.

In the meantime, the union will submit a memorandum to Sir Wilfred Nesden, chief industrial commissioner of the Ministry of Labour, setting out these facts and explaining the reasons for their protest to the C.E.A. Sir Wilfred's attention will also be drawn to the fact that it is quite apparent that the C.E.A.'s methods of negotiation, which were the subject of considerable protest by the union last year, are unchanged.

The union also decided to reject the British Film Producers Association's recent increased wage offer. A further meeting with the producers' association has been fixed for next Thursday.

Theatrical-TV Pact To Cotten from Fox

HOLLYWOOD, July 28. — Twentieth Century-Fox has signed Joseph Cotten to a combination theatrical-television film contract requiring him to appear as host on the company's television-film series for General Electric and also in one theatrical feature annually.

Goldman to Gibraltar

HOLLYWOOD, July 28. — Sam Nathanson, president of Gibraltar Distributors today disclosed he has appointed Edmund Goldman exclusive foreign sales representative. Goldman has been with Columbia for 15 years, the past eight as representative in the Far East.

Skouras

(Continued from page 1)

by Dec. 1, 20th-Fox fails to purchase 90 per cent or more of the outstanding stock of African Theatres, Ltd.

Skouras said that an African corporation will be set up to handle stock purchases, adding that the price being offered is £5 per share. Of the 500,000 shares outstanding, Skouras pointed out that 20 per cent is owned by the Schlesinger interests which will be transferred to 20th-Fox provided the deal is consummated. He repeated many details of the agreement previously reported from London.

Will Add Native Theatres

Skouras emphasized that the South African deal was not indicative of a world-wide expansion move by his company. He said he plans to increase by a large margin the number of native theatres in South Africa, in addition to promoting African entertainment enterprises.

Turning to other topics in response to questions from the press, Skouras said that there are no changes contemplated in the company's contract with Darryl F. Zanuck, vice-president in charge of production. He joined Zanuck in discounting reports of the latter's resignation.

As of July 21, the 20th-Fox president reported 14,673 CinemaScope installations in the U. S. and Canada and 11,227 overseas, maintaining that exhibitors throughout the world realize the higher grossing possibilities of CinemaScope productions. He estimated that from 125 to 150 pictures in the CinemaScope process will be made this year.

Promises Policy Statement

Asked about the promised 20th-Fox sales policy statement, Skouras said that it will be forthcoming, explaining that he will confer on the Coast with distribution director Al Lichtman on the matter. Skouras indicated that the statement, promised to the now-defunct joint Allied-Theatre Owners of America committee, would incorporate the present sales policies of the company.

Skouras said he planned to leave for the Coast tomorrow. His Far Eastern trip, he explained, will be taken following his return here from the Coast.

GPE Quarterly Net Was $1,211,668

General Precision Equipment Corp. reports for the three months ended June 30, consolidated net sales of $35,985,184 compared with $30,816,-064 for the three months ended june 30, 1954. Consolidated net income for the quarter ended June 30, amounted to $1,211,668, equal, after allowance for dividends on the preferred and preference stocks, to $1.10 per share on 1,022,882 shares of common stock outstanding. For the corresponding period of 1954, the corporation reported consolidated net income of $1,485,993, equivalent, after allowance for dividends on preferred and preference stocks, to $1.86 a share on 749,-509 shares of common stock which is the average number of shares outstanding for the 1954 period.

Consolidated net sales of the corporation for the six months ended June 30, totaled $70,238,745 compared with $54,305,196 for the first half of .1954.

Massachusetts Censor Test

(Continued from page 1)

censorship is also invalid. Attorneys for Times Film have the attitude that the opinion as written by Justice Raymond Wilkins was so broad that it embraces week-day censorship as well as that of Sundays.

Local Law on Books

This Commonwealth has a law on its books which allows the mayor of a city or the board of selectmen of a town to grant licenses for proposed entertainment in its own locale. The statute reads that "at his pleasure" the mayor or the board may revoke a license at any time he sees fit. Walter Milliken, Boston's city censor, will view "Game of Love" at the first showing at the Beacon Hill theatre Saturday morning. If in his opinion the picture should violate the criminal laws of the Commonwealth he can ask the district attorney's office to have police arrest the theatre owner and manager. Should Milliken ask for certain deletions or cuts which would not be granted he could seek the same criminal prosecution. William Shelton, vice-president in charge of sales for Times Film stated today in Boston that he is adamant against allowing a single cut or deletion from the film.

Felix Bilgrey of New York and Alfred Albert of Boston, attorneys for Times Film who argued the case before the Supreme Judicial Court here earlier this month, met the press at a luncheon today hosted by Benjamin Sack, owner of the Beacon Hill Theatre.

Shelton said at the meeting "the old concepts of regulating what the public can see in this state are ended. There is a new era of enlightenment in Massachusetts which we are celebrating today."

In his address Albert said, "since motion pictures are part of the free press, they cannot be censored in advance of showings. Therefore no local authority has the right to censor a picture prior to its exhibition."

Bilgrey told the press that in his opinion "the community will find in the end that the elimination of censorship is for its benefit rather than to its detriment. The public has a right to be educated and informed. This right is a basic moral right as well as a legal one."

Mayor Asks Ruling

From his office, Mayor John B. Hynes of Boston has asked his legal department for a ruling on the power of its city censors. The request will be granted, in all probability before Saturday morning when the controversial film opens at the Beacon Hill.

City officials stated last evening that extremely objectionable films or those which tend to incite riot or race prejudice are of a criminal nature and if shown in theatres in the city, the police have the power to close those theatres.

Network Probe

(Continued from page 1)

adjourned. Then they were scheduled "definitely" for the fall. Now Magnuson says they'll take place without fail when Congress returns in January.

Magnuson said investigation of TV network practices is now proceeding on three fronts: A special Federal Communications Commission task force is looking into the matter; the committee staff is carrying on its own investigation, and a special engineering group is working in the field.

A study of the toll television controversy was originally mentioned as one of the possible subjects for Senate Commerce Committee hearings, but little has been said about this in recent months.

Margolies Named

(Continued from page 1)

called in specifically for the campaigns on "The Living Desert" and "The Vanishing Prairie," Disney's first two True-Life Adventure features. Following these, his services were used for all Buena Vista releases, including "20,000 Leagues Under the Sea," "Davy Crockett, King of the Wild Frontier," "Lady and the Tramp" and the True-Life Adventure feature, "The African Lion."

Prior to launching his own publicity organization 14 years ago, Margolies held posts with United Artists, Gaumont-British and 20th Century-Fox.

Pa. Trust Action

(Continued from page 1)

resorted to their so-called competitive bidding system in order to take unfair discriminatory advantage of plaintiff and its Colonial Theatre to exact unconscionably excessive film rentals from the plantiff and to prevent plaintiff's Colonial Theatre from playing regularly on a "first neighborhood run."

Selznick

(Continued from page 1)

good will and understanding among all peoples.

The Golden Laurel Award American jury also selected motion picture director Vittorio de Sica to receive the annual Golden Laurel Trophy.

The five films nominated by a committee composed of leading motion picture critics for American newspapers, TV and radio stations, are, "Barefoot Battalion," produced in Rome; "Gate of Hell," produced in Japan; "The Little Kidnappers," produced in Britain; "Mr. Hulot's Holiday," produced in France, and another Japanese entry, "Ugetsu."

Limited to Overseas Films

Motion pictures nominated each year by the committee are limited to those produced elsewhere than in the United States by other than American producers and first exhibited within the U. S. during the current Awards year. The five finalists are now being screened for the Golden Laurel jury and after the secret voting later in the summer the final winner will be announced at the Award presentation ceremony during the Edinburgh Film Festival on Sept. 4. Douglas Fairbanks will make the presentations.

Members of the American jury are Ellis Arnall, president of the Society of Independent Motion Picture Producers; Dr. Ralph Bunche, Under-Secretary, United Nations; Gardner Cowles, Otto Harbach, Mrs. Franklin D. Roosevelt, Rene d'Harnoncourt, director of the N. Y. Museum of Modern Art; Herbert Bayard Swope and James P. Warburg.



*EVERYBODY AND HIS BROTHER wants to see MY SISTER EILEEN, a Columbia picture, starring Janet Leigh, Jack Lemmon and Betty Garrett. The freshest, funniest Technicolor musical that ever went singing across the CinemaScope screen!

The Shrike



SETS ALL-TIME HOUSE RECORD OPENING DAY

MIDTOWN THEATRE, PHILADELPHIA

...and still going strong in other 2 engagements.

4th BIG WEEK-NEW YORK

2nd BIG WEEK-ATLANTIC CITY

Universal International

Inside **Television Today** Page 7

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 21 NEW YORK, U. S. A., MONDAY, AUGUST 1, 1955 TEN CENTS

DAN O'SHEA PRESIDENT OF RKO RADIO

Levy Off Wednesday

TOA Will Scan Trade Policies In Europe

Will Report Back Oct. 5 To Association's Board

A complete survey and investigation of the methods and procedures now in effect in various European countries, pertaining to film rental ceilings and trade practices, will be conducted by Herman M. Levy, general counsel for Theatre Owners of America, who will leave here on Wednesday for London aboard the "Queen Elizabeth."



Herman M. Levy

Levy will be accompanied on his six-week tour of England, Wales, Scotland and Ireland by his wife, Hilda, and children. He will meet with officers of the Cinematograph Exhibitors Association of Great Britain and the Union

(*Continued on page 2*)

New Sunday Bill Filed in Mass. for Entertainments

Special to THE DAILY

BOSTON, July 31.—Otis M. Whitney, Commissioner of Public Safety, has filed a bill relating to the licensing of certain public entertainment on Sundays in the Commonwealth. He asks to have Section 3 of Chapter 136 amended by striking out Lines 7 and 8 reading "in keeping with the character of the day and not inconsistent with its due observance thereof" so as to read "whoever offers to view, sets up, establishes, maintains or attempts to set up any public entertainment on

(*Continued on page 6*)

20th Board Okays Schlesinger Deal

Approval of the 20th Century-Fox-Schlesinger deal was granted here by the 20th-Fox board of directors, it was learned here at the weekend.

The board, which met on Thursday prior to the departure to the Coast of president Spyros P. Skouras, was said to have confirmed the actions taken by Skouras looking toward the purchase by 20th-Fox of African Theatres, Ltd.

RKO Theatres Six-Month Net Is $599,757

Net income of RKO Theatres before deduction of special non-recurring loss items for the first six months of 1955 was $804,757 as compared with $955,118 for the first six months of 1954. After deduction of special non-recurring loss items the net income was $599,757 for the 1955 period as compared with a net income of $904,025 in 1954. The special non-recurring loss items included a loss of $500,000 in connection with the cancellation of a lease in 1955, and a loss of $86,093 from the disposal of a theatre property in 1954, resulting in reductions

(*Continued on page 6*)

To Establish Policies for the Reactivation Of Production, Distribution, Says O'Neil; Report Grainger Stays With Advisor Status

Daniel T. O'Shea, one of the leading executives in the entertainment industry, has been named president of RKO Radio Pictures, Inc., it was announced on Friday by Thomas F. O'Neil, chairman of the board of the company. O'Shea has been a senior vice-president of Columbia Broadcasting System, Inc., the parent company for all CBS divisions and enterprises, from which post he is resigning.

O'Shea succeeds James R. Grainger, who was named president of RKO Radio by Howard Hughes in 1953 under terms of a three-year contract which will expire next February. It was reported Friday that Grainger will continue his relationship with RKO in a sales, distribution and advisory capacity.

Grainger's contract was with RKO Pictures, the inactive parent company, and was assumed by the O'Neil interests when they took over the operating organization.

O'Neil, who recently purchased RKO, stated that O'Shea will establish and execute the policies for reactivating the motion picture production and distribution company. Said O'Neil:

"Mr. O'Shea's broad background in every phase of the entertainment business, his knowledge and experience

(*Continued on page 6*)

M-G-M Executives To See New Product At Studio Session

From THE DAILY Bureau

HOLLYWOOD, July 31.—Launching M-G-M's 1955-56 production season, studio head Dore Schary this week will be host to New York and regional sales and promotion executives at preview screenings and conferences on distribution plans.



Dore Schary

Among the executives arriving Tuesday at the studio for the four-day meeting will be Arthur M. Loew, president of Loew's International; Charles M. Reagan, vice-president and general sales manager; Howard Dietz, vice-president and director of

(*Continued on page 6*)

To Judge Sketches For Award Trophies

Nine of the original 57 sketches submitted by industry artists for the trophies to be given winners of the Audience Awards election will be sent to exchange area Audience Awards commitees for further judging, Robert W. Coyne, special counsel for COMPO, announced over the weekend.

The nine sketches represent the joint selections of a jury of the Art Directors Club, composed of leading New York commercial artists, and the advertising and publicity committee of the M.P.A.A. Exchange area committees will be asked to select one of the nine, and to inform COMPO of their choice.

Secret ballots expressing the choices of the art directors jury and the in-

(*Continued on page 6*)

Would Be 'Pilot Station'

Pennsylvania UHF Station Asks Authorization to Test Toll TV

From THE DAILY Bureau

WASHINGTON, July 31.—A Pennsylvania UHF television station has asked the Federal Communications Commission for immediate authorization to go on the air in a trial of subscription television, the FCC announced today.

The Penn-Allen Broadcasting Co. has asked for the authorization for its UHF station, WFMZ-TV, which suspended operation last April due to loss of operating revenues.

Penn-Allen requested permission to operate WFMZ-TV as a "pilot station" in order to "gain factual knowledge" with reference to subscription television.

WFMZ-TV operates on Channel 67 in Allentown, Pa.

PERSONAL MENTION

JOSEPH R. VOGEL, president of Loew's Theatres, will leave New York tomorrow for the Coast.

•

Y. FRANK FREEMAN, Paramount vice-president in charge of the studio, and CHARLES BOREN, vice-president in charge of labor relations for the Association of Motion Picture Producers, have returned to the Coast from New York.

•

DON LEONARD BASE, of the United Artists tax and insurance department, will leave here tomorrow aboard the "Cristoforo Colombo" for Rome and Paris.

•

HUGH OWEN, Paramount distribution vice-president, will leave here tomorrow for a tour of key Midwestern cities.

•

ARTHUR SILVERSTONE, 20th Century-Fox assistant general sales manager, will leave New York today for Toronto and Montreal.

•

WALTER BRANSON, RKO Radio worldwide sales manager, will return to New York today aboard the "Liberte."

•

ERNEST EMERLING, Loew's Theatres publicity director, and MRS. EMERLING returned to New York on Saturday aboard the "Cristoforo Colombo."

•

EARL WINGART, 20th Century-Fox merchandising manager, left New York over the weekend on his vacation.

•

MARTIN S. DAVIS, Allied Artists Eastern advertising-publicity manager, has returned to New York from the Coast.

•

ELIAS SCHWARTZ, of Sargoy & Stein, industry attorneys, is the father of twins, a son and a daughter, born to MRS. SCHWARTZ last week.

•

MARTIN LEVINE, general manager of William Brandt Theatres here, is vacationing with his family in New Hampshire.

•

ROBERT WRONKER, of the 20th Century-Fox publicity department, is recuperating in Roosevelt Hospital here from a shoulder injury.

•

WILLIAM SCHNEIDER, of Donahue & Coe, will leave New York by plane tomorrow for Hollywood.

•

JOHN R. PATNO, of the Strand Theatre, Holyoke, Mass., has left there for a vacation in Hartford.

•

CY EICHMAN, Screencraft Pictures Eastern sales manager, will leave here by plane today for Buffalo.

•

ROBERT MOSCOW, general manager of Rialto Theatre Co., Atlanta, is in New York from there.

Col. Setting Up Unit To Handle Foreign Product in the U. S.

Columbia Pictures will establish "within six to seven weeks" a special organization designed to handle the distribution of foreign produced motion pictures in this country, according to a top representative of the company.

"Discussions are in process now among top company executives on this matter," the Columbia spokesman stated here at the weekend, pointing out that Columbia International vice-president and managing director for Europe and Near East, Nicholas P. Pery, who arrived in New York last week from London, is involved in the setting up of this department.

The special organization, it was reported, is expected to be in operation by mid-September and will handle foreign films in a manner similar to the Universal Pictures section which handles the distribution of J. Arthur Rank product here.

It was not clarified whether Columbia Pictures would incorporate any foreign picture acquired into its regular domestic releasing schedule, as 20th Century-Fox does with independently produced and foreign-made films or distribute the films as separate features, in addition to the company's releasing schedule.

It was stated that the top executives at Columbia are establishing this special distribution department due to their belief that the United States is a "ripe" market now for foreign films of caliber.

Perna Buys Keith Theatre in Buffalo

BUFFALO, July 31.—A deed filed in the Erie County clerk's office discloses that Michael D. Perna, former owner of the Academy Theatre, has bought the Keith Theatre, almost adjoining the Academy. Stamps attached to the deed filed by the law firm of Pacini, Neri & Rinfola, representing Perna, discloses that the purchase price was 65,000. The seller is Michaels-Keith, Inc. The Academy recently was sold by Perna to the Marine Trust Co. which plans to use the site for expansion purposes.

List TV and Film Writers' Income

HOLLYWOOD, July 31.—Income for television writers and screen writers during the nine-month period ended on June 30 totaled $2,400,000 and $7,000,000, respectively, it was reported here by Writers Guild of America (West).

The Guild forecast that for the full year, earnings for television writers should total $3,000,000 and income for screen writers should be $10,000,000.

SW 25c Dividend

The board of directors of Stanley Warner Corp. has declared a dividend of 25 cents per share on the common stock payable on Aug. 25 to stockholders of record on Aug. 8.

TOA to Probe

(*Continued from page* 1)

Internationale de l'Exploitation Cinematographique.

The TOA general counsel, who will render a complete report of his findings to the TOA board of directors and executives committee on Oct. 5 in Los Angeles, will address special luncheon meetings of the Birmingham branch of CEA on Aug. 24 and also a meeting of industry people in Edinburgh, Scotland, on Aug. 31.

Meetings have been arranged with top CEA executives and officials in London during next week. He also is slated to meet with distribution executives.

Levy will survey, as a means of alleviating the shortage of product in the United States, the facilities and product of independent European producers.

In order to explore the possible affiliation and membership by TOA in UIEC, the TOA lawyer will conduct a series of investigating talks with officers of the international exhibitors union.

Had Urged World Unity

The officers of TOA have long advocated world organization and cooperation among exhibitors with the ultimate goal of international unity. Levy's trip abroad is one which is expected to establish a closer liaison between TOA and British and French theatre groups and is a follow-up to the visits of Alfred Starr, Robert J. O'Donnell and Walter Reade, Jr.

Reade, who is chairman of the TOA board, upon his return from Europe last May disclosed that a global organization of British, French, Italian and American exhibitors may come into being in 1956 following the annual convention of UIEC in Paris which will be attended by a TOA representative. "After the 1956 Paris meeting, our TOA representative will report to the board of directors on the advisability of the organization joining UIEC," Reade then said. He also said that he "foresees an international organization being set up, not formally, but with a definite basis for meetings and exchange of information, and it would be mutually advantageous."

Wald Signs New 3-Year Col. Pact

HOLLYWOOD, July 31. — Jerry Wald, vice-president and executive producer of Columbia Pictures, has signed a new three-year contract with the production-distribution company, it was confirmed here by president Harry Cohn.

The new pact for Wald calls for $4,000 weekly without options, plus expenses, a five-week yearly vacation, and a 50 per cent participation in two pictures annually.

Rosenbluth Dies

CLEVELAND, July 31.—Funeral services were held for Eugene Rosenbluth, onetime owner of the now dismantled Stork Theatre. He is survived by his wife, a daughter and six sons.

. . . NEWS ROUNDUP

Ferrer Phones from London

Jose Ferrer, star and director of Universal-International's "The Shrike," who now is in London, is aiding key city openings of the film in the States by trans-Atlantic telephone interviews with film critics. Writers of Boston and Philadelphia newspapers have spoken with Ferrer during the past week. U-I has decided to continue the plan for openings in other cities.

■

Webb in Little Rock Today

Jack Webb, star-director of Warners' "Pete Kelly's Blues," today will be welcomed by the local citizenry of Little Rock, Ark. He will appear on the stage of the Capitol Theatre and will be interviewed for newspapers, radio and TV.

■

Charlotte WOMPI Aids Boy

The Charlotte chapter of Women in the Motion Picture Industry, as its next charity project, will purchase and present a brace for a young Negro boy stricken with spinal tuberculosis.

■

M-G-M Buys Vadnay Story

"Ten Thousand Bedrooms," an original comedy by Laslo Vadnay, has been purchased by M-G-M and will be produced in Italy by Joe Pasternak.

■

'Boy and Bull' Re-titled

"The Brave One" is the final title for the King Bros.' CinemaScope-Technicolor production filmed in Mexico as "The Boy and the Bull," it was announced on Friday by Walter Branson, Worldwide sales manager for RKO Radio.

■

Shea Management Stays

There will be no changes in the management of Shea Theatres in Buffalo and Niagara Falls, despite the death of Vincent R. McFaul. Frank Murphy, Loew's Theatres district manager with headquarters in Cleveland, will continue to supervise the local Shea operation, with Carl Rindcen continuing as Buffalo manager and Eddie Meade as circuit ad-publicity chief.

■

Buffalo "Vienna" Sold

The old Vienna theatre building has been sold to Sam Polino, who plans to raze it and use the site as a parking lot. The price was not disclosed but building and land are assessed at $110,000.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second-class matter Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10¢.

PEOPLE

Edwin L. Weisl, member of the Paramount Pictures board, and **Morton Downey,** financial executive and professional singer, have been elected to the board of the American News Co., magazine distributor and parent of the Union News Co., which operates a restaurant and newsstand chain.

¤

Joseph Agresta, who recently took over the Rialto Theatre in Massena, N. Y., and the buying and booking of the Crandell in Chatham, has added the Star-Lite Drive-in at Watertown. Agresta also operates the Orvis in Massena.

¤

Sam Davis again is buying and booking for his Onteora Theatre in Fleischmanns, N. Y., formerly handled by Liggett & Florin of New York.

¤

Capt. Gloria Sauls of the Air Force Nursing Corps, who won the title of Miss Air Force of 1955, will be an attraction of the world premiere of Warner Brothers' "The McConnell Story" which will be held in San Francisco on Aug. 10 at the Fox Theatre.

¤

Sig Maitles has been retained by Columbia Pictures here as a title consultant.

¤

Glen Heckroth has bought out the interest of his partner, **C. A. Clark,** in the Hillcrest Theatre, Cedar Falls, Ia.

Ochs Adds Another Florida Drive-In

CLEVELAND, July 31.—Herbert Ochs, head of Ochs Operated Drive-In Theatres, Inc., has announced the purchase of the Siesta Drive-In, Sarasota, Fla., from Hugh Thomas who is now associated with Makelim Pictures. This is the fourth Florida drive-in acquired by Ochs and his associates within the past few weeks. The others are the Dana, Dania; Auto Park, Tampa, and the 40th St. drive-in, Tampa.

Ochs also announced that in September he will start construction of a new 800-car drive-in to be located on South 34th St., St. Petersburg, on the Sunshine Skyway.

The Ochs-operated circuit also includes six drive-ins in Ontario, one in Port Huron, Mich., and one in Cleveland.

'Amazon' Strong

"Naked Amazon" achieved a gross in excess of $300,000 in its multiple engagement in 72 theatres in the metropolitan area ending last week, it was reported at the week-end by William C. Shelton, vice-president and general sales manager of Times Film Corp., distributors. Among the theatre circuits playing the picture were Loew's, Century, Skouras, Randforce and Brandt.

'To Hell and Back' Premiere Aug. 17

"To Hell and Back", Universal-International's CinemaScope and Technicolor film production based on the autobiography of Audie Murphy, America's most decorated soldier of World War II, will have its world premiere at the Majestic Theatre in San Antonio on Aug. 17 to launch a series of pre-release territorial openings throughout Texas.

The premiere is being tied in with the Frontier Festival in San Antonio. Murphy, a native of Texas, will go to San Antonio for the premiere and will act as marshall of the Frontier Festival activities. He will be joined by Mary Miles Daughters, who won the title of "Miss Texas" in the recent "Miss Universe" contest.

Para. 'Junketeers' To Visit Factories

WATERBURY, Conn., July 31.—The three manufacturing plants here of Chase Brass Corp., American Brass Corp., and Scovill Manufacturing Co., announced jointly at the weekend that they would open their doors to tours by the press representatives who will be in Waterbury on Aug. 18 for the world premiere of Paramount's "The Girl Rush" and accompanying homecoming celebration for its star, Rosalind Russell.

Waterbury Police Commissioner Dewey Roach, meawhile, has informed Paramount that he anticipates the premiere and homecoming activities will attract the biggest crowds ever experienced by this New England industrial city.

110 N. E. Theatres To Show 'Queen'

Twentieth Century-Fox's "The Virgin Queen" will open in 110 theatres throughout New England between Aug. 7 and 15 in a regional saturation campaign sparked by the world premiere of the CinemaScope production last week in Portland, Me.

The introduction of the drama—one of the largest for any 20th Century-Fox CinemaScope attraction—will see the Charles Brackett production on exhibition in many key situations in Massachusetts, Maine, Vermont, New Hampshire and Connecticut.

Switch 'Left Hand' From Aug. to Sept.

"The Left Hand of God" has been switched from an August to a September release in a revised product line-up covering August through November, 20th Century-Fox announced at the weekend.

The Buddy Adler production joins "Seven Cities of Gold" and "The Tall Men" in the September category.

"The View From Pompey's Head" has been made a November release instead of October as previously announced. Other 20th-Fox productions, it was stated, remain as scheduled.

'Summertime' Mark

United Artists' "Summertime," an Ilya Lopert production, has rolled up the biggest opening-week gross in the history of the Loop Theatre in Chicago by taking in $19,550, it was announced here by William J. Heineman, vice-president in charge of UA distribution.

Lions Club Reopens Dark Miss. House

Special to THE DAILY

OSYKA, Miss., July 31.—When the Rex Theatre here closed a month ago, this town of 750 population felt a general decline in business. So the town's Lions Club, headed by R. S. Price, reopened it with modern equipment. It was found that a picture theatre is the best way to keep business in the community.

Wetsman to Head Detroit Poll Unit

William Wetsman of the Wisper & Wetsman Theatres has been named chairman of the Detroit theatre committee for the Audience Awards election, COMPO announced. A meeting of the committee will be held this week to complete local plans for the campaign.

Other members of the committee are: David M. Idzal, the Fox Theatre; Dillon Krepps, United Artists Theatre; Norman F. Meyers, Adams Theatre; Harold H. Brown, president of United Detroit Theatres; Irving Goldberg, Community Theatres; Dick Sloan, Mercury Theatre; Elliott Cohen, Cohen Theatres; Bernard F. Kilbride, Hillier-Kilbride; Sol Korman, Korman Theatres; Arthur Weisberg, Sterling Theatres; C. L. Buermele, General Theatres Service; James Nederlander, Riviera Theatre; Lou Lutz, Six-Mile Uptown Theatre; William Flemion, Studio Theatre; Arthur Robinson, Robinson Theatres; Dan Lewis and Alden Smith, Co-Operative Theatres of Michigan, and Nick George, George Theatres.

Finish Ad-Pub Plans For 'Oklahoma' Fest

OKLAHOMA CITY, July 31. — Plans for the national advertising and publicity campaign for the state of Oklahoma, in cooperation with the international release of the Todd-AO production of "Oklahoma," were finalized here at the weekend when Nicholas J. Matsoukas, advertising and publicity head of Magna Theatre Corp., met with Gov. Raymond Gary and his staff.

The state of Oklahoma will be honored on Aug. 21, when an "Oklahoma! Song Fest" will be held in Central Park as part of the New York Summer Festival. Tribute will also be paid to Rogers and Hammerstein, producers of the legitimate show and film.

'Largest' Drive-In To Open on Aug. 5

HARTFORD, July 31. — Smith Management Co. executives, at the weekend, were reported planning an Aug. 5 opening of the half-million dollar Meadows Drive-In, now nearing completion in the North Meadows section of this city.

The theatre has a capacity for 2,070 cars.

Harold Cummings, formerly with E. M. Loew's Theatres, has arrived here as resident manager. William T. Powell, Smith division manager, has been supervising final stages of construction by the North Meadows Realty Corp., which is headed by A. J. (Jack) Bronstein, Hartford drive-in developer.

TENT TALK

Variety Club News

ST. LOUIS—The Variety Club of this city has pledged $40,000 for the new home for the South Side Day Nursery and another $13,000 for the operation of the nursery, the principal activity of the St. Louis Club's Heart Fund. Film shots taken at the recently completed nursery will be part of the national motion picture which will feature the Heart Fund activities of the Variety Clubs of the United States and Canada. The local club also has continued to provide eyeglasses for needy school children in this area.

△

MEMPHIS—M. A. Lightman, Jr., vice-president of Malco Theatres, has contributed $800 to the Home for Convalescent Children of the Memphis Variety Club. The donation was part of Lightman's $1,000 contribution to charity, the other $200 of which went to the Cynthia Milk Fund of "The Press Scimitar."

△

LOS ANGELES—The Variety Club of Los Angeles held its sixth annual golf tournament at the weekend. Play will take place at the Inglewood Golf Club. O. N. Srere is in charge of arrangements.

△

MILWAUKEE — The Monday luncheons of this city's Variety Club have been resumed. A goodly gathering turned out for last week's affair.

△

CINCINNATI.—Variety Club of Cincinnati, Tent No. 3, has arranged a gala "sports day" on Monday, Aug. 29, to be held at the Summit Hill Country Club. The program will include a full day of golf and other events starting early in the morning.

△

ALBANY. — Kirk Douglas, who sent the Variety Club *Heart Fund* a check for $250, had been in Albany last March for the premiere of "Man Without a Star" not "A Star Is Born" —as reported in MOTION PICTURE DAILY July 27. Douglas then became a member of Tent No. 9 at a testimonial dinner in his honor attended by Mayor Erastus Corning and civic leaders, as well as industry people.

Catholic Hospital Documentary Ready

ST. LOUIS, July 31.—"The Dedicated," a documentary film on the history and development of the Catholic hospital in ancient and modern times, will be available to hospitals, religious groups, and any other interested organizations and individuals, on Sept. 1, it has been announced by the Reverend John J. Flanagan, S.J., executive director of the Catholic Hospital Association of the United States and Canada.

"The Dedicated" was produced by the CHA as a special 40th anniversary project of the association and was shown for the first time in a preview showing at the closing session of the Ruby Jubilee convention in St. Louis' Kiel Auditorium in May.

THE NATION'S BIG



EXHIBITORS!
Mail your nominations for AUDIENCE AWARDS!

CHARLES K. FELDMAN Group Productions presents **the seven year itch** Dec

COLOR by **DE LUXE** with EVELYN KEYES · SONNY TUFTS · ROBERT STRAUSS · OSCAR HOMOLKA · MA

As presented on the Stage by Courtn

ST BOXOFFICE HIT!



LLY WILDER starring **MARILYN MONROE** and **TOM EWELL** in CINEMASCOPE

E CHAPMAN · VICTOR MOORE · ROXANNE · Screen Play by **BILLY WILDER** and **GEORGE AXELROD**

ott Nugent · Released by 20th Century-Fox

MGM Officials

(*Continued from page* 1)

publicity, advertising and promotion; Silas F. Seadler, advertising manager; Edward M. Saunders, assistant sales manager; Hillis Cass, general sales manager for M-G-M Films of Canada with headquarters at Toronto; John P. Byrne, Eastern sales manager with headquarters in New York; Burtus Bishop, Jr., Midwestern sales head with headquarters at Chicago; John S. Allen, Southwestern sales head with offices at Dallas; Rudy Berger, Southern division sales manager with headquarters at Washington; John J. Maloney, Central sales head with offices at Pittsburgh, and George A. Hickey, Western sales head with headquarters at Los Angeles.

First on the new season's schedule are "It's Always Fair Weather," "Trial," "Quentin Durward," and "The Bar Sinister." "Kismet" also will be previewed for the visiting executives.

RKO Theatres Net

(*Continued from page* 1)

of Federal income taxes of $295,000 in 1955 and of $35,000 in 1954, which otherwise would have been payable on net income.

Consolidated net income for the second quarter of 1955 was $269,521 as compared with $418,666 for the second quarter of 1954 before deduction of special items. After deduction of special non-recurring loss items, the net income was $64,521 for the 1955 period. There were no special non-recurring loss items in the 1954 period.

Four Phila. Theatres To Show Title Bout

Four theatres in Philadelphia will present the closed circuit telecast of the Sept. 20 heavyweight championship bout between Rocky Marciano and Archie Moore in Yankee Stadium here, it was announced yesterday by Nathan L. Halpern, president of Theatre Network Television.

A mobile unit has been installed in the 4,381-seat Mastbaum Theatre in Philadelphia boosting the cities seating capacity by 50 per cent, Halpern said.

Award Trophies

(*Continued from page* 1)

dustry publicity and ad heads were opened Thursday at a meeting of the COMPO art directors committee, members of which submitted the original 57 drawings. Although there was a wide variety of choices by the members of the two selection committees, nine sketches received three or more votes, and it was agreed by the committee that the final choice be made from among them.

Will Be Reproduced

Sam Roberts of 20th Century-Fox and Oscar Krauss of Monroe Greenthal & Co. were appointed members of a sub-committee to have the nine sketches photographed and reproduced in offset for submission to exchange area committeemen.



*EVERYBODY AND HIS BROTHER wants to see MY SISTER EILEEN, a Columbia picture, starring Janet Leigh, Jack Lemmon and Betty Garrett. The freshest, funniest Technicolor musical that ever went singing across the CinemaScope screen!

Dan O'Shea

(*Continued from page* 1)

with motion picture and television production, distribution and financing, ideally qualified to head the in-RKO organization," said O'Neil.

As president of RKO Radio Pictures, O'Shea will headquarter in New York for the time being.

RKO's completed films and the operations in its two studios—in Hollywood and Culver City—are well known to O'Shea, who joined RKO as an attorney in 1930 and was brought to California by David O. Selznick, then RKO production head, as its West Coast counsel. He occupied this post from 1932 to July, 1936, at which time he resigned to join Selznick in Selznick's independent producing activities.

Headed Vanguard

Between 1936 and 1950, when he joined CBS, O'Shea was president of the Selznick producing company, Vanguard Films, Inc. and executive director of Selznick Enterprises. Before that he was executive vice-president of Selznick International Pictures, Inc.

Among the many artists who came to fame under the Selznick banner during O'Shea's regime are Jennifer Jones, Ingrid Bergman, Dorothy McGuire, Vivien Leigh, Joan Fontaine, Alida Valli, Joseph Cotten, Gregory Peck, Louis Jordan, Guy Madison and Rory Calhoun.

O'Shea, a native of New York City, is a graduate of Holy Cross College and of Harvard Law School.

New Sunday Bill

(*Continued from page* 1)

the Lord's Day, unless such public entertainment is duly licensed as provided in Section 4, shall be punished by a fine of $500."

Whitney also seeks to have Section 4 of the General Laws stricken out with the following insertion in its place: "The mayor of a city or the selectmen of a town may, upon written application describing the proposed entertainment, grant a license to hold the entertainment on the Lord's Day upon such terms or conditions as they may prescribe. The entertainment may be musical provided by mechanical or electrical means, whether or not admission is to be obtained upon payment of money or other valuable consideration. If the entertainment is solely for television, radio or musical entertainment, the mayor or selectmen may grant an annual license, provided that no such license shall be granted to have effect before 1 o'clock in the afternoon. Each application shall be accompanied by a fee of $2 for the use of the city or town, or in the case of an annual license, by a fee of $50 which shall be forwarded to the office of the Commissioner of Public Safety. Any license granted under this section may after notice and hearing be revoked or suspended for good cause by the mayor, the selectmen or the commissioner. If at or before the time of ordering such suspension, a hearing must be held within seven days upon the question of revoking or further suspending such license."

WPTR to ABC

ALBANY, July 31.—WPTR, controlled by the Schine theatre interests, will join the ABC network in the fall. It is now a Mutual affiliate.

In the THEATRE EQUIPMENT and Refreshment WORLD . . .

. . . with RAY GALLO

THE Raytone Screen Corp., Brooklyn, N. Y., has sent us a new brochure describing its complete line of paints especially designed for drive-in theatres. Described are paints for refreshment buildings, screen towers, road markings, rest rooms, ceilings and floors, speakers and posts, projection rooms, fences, etc. For the screen itself the company offers "Cinemaplastic," the coating made of liquid plastic by Protective Coatings, Inc., Tampa, Fla.; the water-mix Raytone "Vinylkote" and Raytone regular white. The brochure is available free.

•



A new series of tape recorder microphones, which are also designed for paging systems and general purpose work as well, has been announced by the American Microphone Company, Pasadena, Calif. The microphones are small in size (see photo above) 3¼ by 2⅛ by 15/16ths inches. Made of a tenite case, they are available with either shielded crystal or ceramic elements. Both types are omni-directional and provided in either gray or beige colors.

•

Don W. McManus has been named director of sales of the Servus-Fone division of Motiograph, Inc., according to Fred Matthews, executive vice-president. The division was created recently for production and marketing of Motiograph's new "electronic carhop"—a combination communication and music system for drive-in restaurants and drive-in theatres which also serve highway trade. Mr. McManus will have his headquarters in Chicago.

•

An anamorphic lens for 16mm projectors has been introduced by the Bausch & Lomb Optical Company, Rochester, N. Y. It is a combination anamorphic-objective lens complete in itself and is thus not attached to the regular objective lens but mounted alone after the latter is removed. The lens is supplied with a variety of adapters designed to fit most standard 16mm projectors.

•

George F. Finnie has been named director of advertising and merchandising for the Charles E. Hires Company, Philadelphia.

Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

Spotlighting the News

▶ **NBC PLAN**—The plan behind all those NBC innovations—"Today," "Home," and "Tonight" of TV and radio's "Monitor"—is beginning to take shape. Robert W. Sarnoff, executive vice-president, calls it a new advertising pattern which, for the first time, makes possible the planned use by advertisers of television and radio as complementary media on a seven-day-a-week basis. Says Mr. Sarnoff: the new concept enables the advertiser to employ the flexibility of the three TV shows and the cumulative audience potential of "Monitor's" weekend radio service, to obtain cost-per-thousand commercial impressions as low as 88 cents.

▶ **EXCISE TAX** — The Treasury Department continues to oppose any move in Congress to exempt UHF television sets from the 10 per cent Federal manufacturers excise tax. Rep. Ikard (D., Tex.) tried to get the House Ways and Means Committee to approve such a bill, but Treasury opposition made the committee overwhelmingly hostile to the Ikard plan, and he decided to avoid a showdown until next year, in hopes the climate then might be more favorable. The Ways and Means Committee may appoint a special subcommittee to study the entire excise tax situation during the fall recess.

▶ **RKO INVENTORY** — As forecast in *Television Today* last week Thomas F. O'Neil's first interview as chairman of the board of RKO Radio made clear that "Nothing will be done in the way of television distribution of RKO product which is calculated to jeopardize RKO's theatrical business." Tom O'Neil believes in an orderly release of the inventory. Television will get no features judged to have substantial theatre reissue possibilities. Other features will be fed out in general in a more or less chronological order. In other words recent RKO films will not be telecast before old ones. Any other approach might destroy the market for old product. General Teleradio has said that the total number of additional features made available to television next year from all sources will not exceed the approximate total of 400 which came to that market this year.

▶ **FLEXIBLE GUILD** — Flexibility and expansion are the key words as Guild Films sets plans for a $5,000,000 budget for the second half of 1955, including 197 half-hour episodes for a half-dozen top shows, and works out a new arrangement with Vitapix Corporation on production, sale and distribution of national film programs. Reuben R. Kaufman, Guild president, and John E. Fetzer, Vitapix chairman, set this new deal: Guild will also release national films through other program and telecasting channels, as well as Vitapix, which is owned by 57 large TV stations.

▶ **EYES ON 1956** — It isn't only the politicians that have their eyes on 1956. The networks have already made extensive plans for giving the national conventions, the campaign and the election the most comprehensive coverage ever. Gwilym A. Price, president of Westinghouse Electric Corp., in announcing that company will sponsor the CBS coverage, said, "The enormous vote in the last Presidential election was in part a result of the way television carried the conventions and campaign into the living rooms of America." The set owner's problem may be how to get away from the campaign and get some entertainment.

▶ **ELECTRON MEMORY** — Behind all the publicity and developmental activity for improved methods of making kinescope and tape recordings of pictures as well as the use of 16mm and 35mm "slave" cameras linked with television cameras is a potential prize of great value. The successful solution of the problem of "licking" the time zones in the U.S. and preserving for reuse live shows will rank with the major developments in television's commercial history. While some feel the answer is in improved tape recording and others in ingeniously engineered systems such as the Electronicam, the ultimate solution is in neither. It will be found in an electronic memory which will store up the signals before they are turned into a picture and release them on demand — repeatedly — hours, days, months and even years later. All other approaches—as good as they may become—cannot equal the electronic memory. It will be able to recreate the values of the original "live" pictures. Its perfection may not be as far away as some think. It might even be a "gadget" simple in comparison with the electronic calculators now in use.

▶ **TV FILM CODE**—While Senator Kefauver's words last week urging producers of films for television to come "under some sort of industry regulation" were soft spoken, they carried with them something of an ultimatum. The life of his sub-committee on juvenile delinquency has just been extended to January 31. That means those who are making films for television can expect further attention from the Senator, and perhaps others, if some organized self-regulation system, under a suitable code, is not put into operation within the next few months. It is of course inconsistent for broadcasters to have a code for live shows and for TV films to be made without one. A report on the committee's investigations of TV horror and crime programs is due any day.

▶ **NEW AFFILIATE** — The ABC Television Network has a new primary affiliate, WNHC-TV, New Haven. The station is owned and operated by the Elm City Broadcasting Company.

▶ **RANK & ABC**—The J. Arthur Rank Organization, which has long thought its films were not

(Continued on following page)

In Our View

THE EDITORS gratefully acknowledge the many expressions of enthusiastic welcome which have greeted the first two appearances of *Television Today*. There is no doubt that this new service of news presentation and analysis has begun to fill a vital need. Management executives and creators of television entertainment —as well as key men in the motion picture field—now have in their hands a convenient and concise tool of knowledge. Succeeding weekly issues, including many special features now in advanced planning stages, will prove to be even more valuable.

***Television Today* will continue to highlight the significance of the news. It will present in capsule form the developments of the week which television pacemakers should know. It will feature articles on trends and innovations. Above all it will be bright, lively and brief. Also it will be opinionated—outspoken at all times for what are judged to be the best interests of the television industry and the American public which it serves.**

Since its readers include those who make the news of the television world, *Television Today* thanks them for their interest and cooperation thus far and promises more and better things to come.

"IN THE EAST" it's MOVIELAB FILM LABORATORIES, INC. 619 W. 54th St. • New York 19, N. Y. • JUdson 6-0360 QUALITY is our business

"BENEFICIAL INFLUENCE"

Congratulations on Television Today. *The wide-reaching coverage and straight-to-the-point writing of these first pages shows the same professional touch as the other Quigley publications.*

On the basis of this first appearance, I would predict that Television Today *will have a beneficial influence on the television industry.—SYLVESTER L. WEAVER, Jr., President, National Broadcasting Company, Inc.*

"SIGNIFICANT INNOVATION"

Warmest congratulations to you on this significant innovation and to your editors and reporters on the variety of news and comment they have assembled. I am confident that Television Today *will be helpful to both the motion picture and television industries.—FRANK STANTON, President, Columbia Broadcasting System, Inc.*

"PERCEPTIVE AND RESPONSIBLE"

Television Today *is a really first-rate job. The reporting, writing and editing clearly mark this as an important new authority in the television industry.*

This kind of perceptive and responsible journalism—which have been developed in other Quigley publications—will help us make television an even better service.

Television Today *follows a great tradition.—ROBERT W. SARNOFF, Executive Vice-President, National Broadcasting Company, Inc.*

SPOTLIGHT

(Continued)

getting a fair shake from U.S. distribution and exhibition, last week signed a five-year contract with ABC-TV covering 35 top British pictures. At the same time that ABC Film Syndication will inaugurate its first feature film package with the acquisition of 15 of the same 35 films. Representing Mr. Rank in the deal was General Film Distributors, a Rank group, and Fine Arts Enterprises. ABC-TV will spotlight the films in a 90-minute Sunday evening spot opposite Ed Sullivan and others beginning September 18. Among the properties are "Caesar and Cleopatra," "Kind Hearts and Coronets," and "Odd Man Out," to name just a few.

GREATEST BUY!

IN NEW YORK FILM STUDIO SPACE



41-01 BROADWAY L.I.C. 15 MINUTES FROM MID-MANHATTAN

- COMPLETELY REMODELED WITH NEW MASONITE FLOOR
- 60x60 CLEAR SHOOTING AREA 22 FT. CEILING
- SYNCHRONOUS FAIRCHILD TAPE AND DISC RECORDERS
- LATEST IN LIGHTING EQUIPMENT—COMPLETE IN EVERY DETAIL INCLUDING NEW CONE LIGHTS
- MOLE-RICHARDSON PERAMBULATING MIKE BOOM
- FULLY EQUIPPED CONSTRUCTION SHOP
- AND AT NO EXTRA COST— NEWEST CINEMOBILE DOLLY

Call now! RAVENSWOOD 8-8988

Carl Ritchie, Mgr.

SAG STRIKE LESS DAMAGING TO MEMBERS OF AMPP

by WILLIAM R. WEAVER

HOLLYWOOD: Although the Screen Actors Guild strike against television-film producers could create assorted havoc in many quarters, if long in duration, it would be less damaging to Association of Motion Picture Producers members than to others, close students of the situation figure, and might even turn out to be downright beneficial to their over-all interests.

Expected to Excel

This line of reasoning procedes on the ground that television films produced by Warner, Fox, and MGM can be expected to excel other TV-films in quality and appeal and are therefore certain to heighten stay-at-home influence on three nights weekly when they are to be shown. Thus, these observers reason, major distributors would be better off at the year end financially, due to greater theatre revenue, if the strike prevented them from going through with their project.

The opposite reasoning takes the Disney success in building box office grosses for "20,000 Leagues" as warrant for the conclusion that theatres can be made to profit as richly three times per week as they did once with the Disney picture if three comparable sales efforts are made over TV.

There is no such possible silver lining behind the strike cloud for producer members of Association of Television Film Producers, however, who have no outlet for their product save TV. Although their resistance to SAG demands has paralleled AMPP's, their reasons have not been identical. It is not necessary, of course, for ATFP to keep step with AMPP in its dealings with the situation, and it has been felt all along that these organizations, although they negotiated jointly with SAG, would act unilaterally in the long run with respect to contract agreements.

BRITISH TV

LONDON: Talks are to take place between the film industry and the British Broadcasting Corporation to consider a revival of "Current Release," a film magazine programme on the BBC's television service.

The BBC put forward tentative proposals for a programme and have already had preliminary talks with the Kinematograph Renters' Society. British Film Producers Association and KRS representatives will meet Cecil McGivern, controller, and Cecil Madden, assistant controller, of the BBC's television programmes.

TV Advertising, Ltd., have signed Halas and Batchelor to make cartoons. The £75,000 contract runs for two years. John Halas and Joy Batchelor produced the film version of George Orwell's "Animal Farm."

NEVER THE TWAIN SHOULD MEET

HOLLYWOOD: William Harmon, Jimmy Durante's producer-director, sees no advantage in trying to effect a marriage between TV films and theatrical features where a short cut might be applied in designing three half-hour programs to be edited into a full-length feature for sale at home and abroad.



William Harmon

"Each of the mediums are distinctively individual, since successful TV shows are produced purely for the size of the home screen and the size of the sponsor's bankroll," Mr. Harmon pointed out.

The young producer, who started his career as a stage manager for Max Gordon and got his first break producing and directing "Front Row Center," an hour musical which ran for a year on a weekly budget of $1,200 in the early DuMont era, said that Mr. Durante will film 11 of his scheduled 30 half-hour shows this coming October-June season. Mr. Durante will probably increase the film output next year, despite increased costs of approximately $8,000 over his live shows, since Jimmy owns all the shows and the residuals plus sales in market areas where NBC has no affiliates will more than compensate for the added costs, Mr. Harmon said.

Hal Yates, who directed the "My Little Margie" series, will direct Mr. Durante's first film this year, with the possibility of finishing out the season. Jack Elinson, Ben Freedman and John Fenton Murray are on tap for the writing chore, with Jackie Barnett supplying the song specialties. Mr. Harmon promises to introduce a new Durante this year with his rendition of serious numbers like "September Song," "I Believe," and "Little People."

Passing in Review

PRODUCERS' SHOWCASE: The Fourposter, Color, NBC-TV, 1½ Hours, July 25, 1955, Radio Corporation of America and Ford Motor Company.

It would be difficult to name a more pleasant 90 minutes of recent televiewing than this latest Producers' Showcase production. "The Fourposter," a Broadway hit for 79 weeks, plus a season on the road, was particularly suited to the TV screen's special limitations, having a cast of only two and dialogue that was consistently bright and amusing. Hume Cronyn and Jessica Tandy, recreating the roles they originated on Broadway, were as expert as might be expected in detailing the ups and downs of 35 years of married life. Joseph Schrank adapted the Jan de Hartog play for television; Mr. Cronyn produced and staged the show, while Clark Jones was television director. Their efforts made for not only a nearly perfect evening's entertainment, but also another strong NBC-TV argument against subscription television. Seen in black-and-white.

FAIRY TALE TIME: WOR-TV, New York, ¼ Hour, July 27, 1955. Not sponsored.

A new item for the young and very young, at that good time after dinner and before bed, 6:30 to 6:45, Fairy Tale Time in its initial offering mixes its cartoon media slightly, in the utilization of silhouette technique for the first yarn, "The Magic Horse" and the George Pal Puppetoon handling of a version of the "Cinderella" story for the second half. It is pleasing, on the basis of its first item, cannot be faulted by parents, and looks like a good bet for a sponsor.

THIS IS YOUR TIME: WPIX-TV, New York. ½ Hour, July 27, 1955. Terminal Barber Shops.

Claire Emory, a young lady with a pleasing personality but showing little else to a television audience, keys this hodge-podge of conversation, gimmicks and fruitless exploration of this and that. Robert Christianberry was supposed to have been the initial guest, but sent a cable of regret, so a summer theatre director filled in, for reasons not altogether clear. Natives of Old Sturbridge, Mass., showed examples of handicraft dating way back, and the whole thing seems to have been given altogether too little preparation. Chiefly, the timing is 'way off, and the commercial is the best example seen in many a day of how not to impress an audience. Broken English, not even well rehearsed, is hardly the way to do it.

SHOWS ON THE MARK

Tonight, immediately following Steve Allen's NBC-TV "Tonight," WRCA-TV will inaugurate a new five-minute show, "Count Sheep," designed to help get to sleep those people which Mr. Allen has kept awake. Fashion model Nancy Berg stars in the show and will be seen counting animated sheep, combing her air to soft music and giving helpful hints to other insomniacs.

◆

The Columbia Broadcasting System promises complete, all-inclusive radio-TV coverage of the 1956 presidential conventions, campaigns and election. As in 1952, the Westinghouse Electric Corporation will be sponsor. Preparations for the coverage are said to have been under way since September, 1954, under the supervision of Sig Mickelson, CBS vice-president in charge of news and public affairs.

◆

"The Goldbergs" will be forsaking the Bronx when they return to WABD for 52 weeks of 30-minute shows beginning Thursday, September 22. In her new series Gertrude Berg has taken her family to Haverville, U.S.A., where they will have their own special brand of experiences with American small-town community living.

◆

A new Sunday afternoon program over NBC-TV's WNBK in Cleveland, sponsored by the Cleveland Real Estate Telecasters Association, is designed to save the wear and tear on the nerves of the house-hunter. Each Sunday some two dozen Greater Cleveland area homes, running the gamut in size and cost, are explored through photo and film.

◆

Hamilton Shea, general manager of WRCA and WRCA-TV, has announced that the stations have "in the early planning stages" a series of programs on juvenile delinquency. To make their debut in the fall, the progress will be produced with the cooperation of the New York City Youth Board.

◆

Following its two-week run at the Dallas State Fair, the Kurt Weill-Ogden Nash-S. J. Perlman "One Touch of Venus" will be telecast as a 90-minute musical comedy spectacular on NBC-TV August 27. Janet Blair and Russell Nype are the stars. George Schaefer is the producer.

◆

"Essays for '55" and "King Bee" are two more programs to be tested on WRCA-TV's experimental program series, "Television Workshop." "King Bee," a television word game, will be seen this Thursday as part of the "Brokenshire Show." "Essays '55," this Saturday, will present American essayists reading their own work.

◆

The Chicago *Tribune*'s annual College All-Star Football Game August 22 will be telecast for the first time this year by the ABC Television Network as one of its special sports events. The game will be played at Chicago's Soldiers Field. Con Odea and Jim Holmes will act as ABC-TV producer and director, respectively.

◆

Jane Wyman begins work this week at Republic's Hollywood studios on the first show in her forthcoming "Jane Wyman Fireside Theatre," to take over the 9 P.M. Tuesday spot on NBC-TV beginning August 30.

◆

"The Harriet Van Horne Show" will have its premiere over WABC-TV September 10. The 30-minute weekly show, which features the TV critic for the New York *World Telegram & Sun*, will in effect be a TV column of the air.

TELEVISION TODAY — Editorial Director: Charles S. Aaronson; Eastern Editors: Pinky Herman, Vincent Canby; Hollywood: William R. Weaver, Samuel D. Berns; Washington: J. A. Otten; London: Peter Burnup; Photo Editor: Floyd E. Stone.

HOLLYWOOD vs. NEW YORK

The Fall Outlook

AN ANALYSIS of the point of origin of Fall network programs shows that those who assert that all television is deserting New York for sunny California are crying "Wolf." Governor Harriman and Mayor Wagner need not lose sleep in the fear that one dawn they will find New York a television-less city. That is not going to happen.

In the table below the Hollywood shows are in red figures. Black figures are New York. Programs which have no fixed point of origin are excluded. Only ABC will be originating more shows in Hollywood. More than three times as many CBS shows and almost that proportion of NBC shows are going to be staged in New York. Taking the three networks altogether seventy per cent of the programs are to be launched each week from New York.

	ABC	CBS	NBC
Monday	2 — 2	5 — 18	4 — 15
Tuesday	6 — 2	3 — 21	4 — 13
Wednesday	4 — 4	4 — 19	6 — 14
Thursday	3 — 3	5 — 16	8 — 13
Friday	4 — 3	7 — 18	5 — 15
Saturday	1 — 0	3 — 4	4 — 6
Sunday	1 — 4	5 — 7	2 — 7
The week	21 — 18	32 — 103	33 — 83

Grand total: Hollywood—86 network shows per week.
New York—204 network shows per week.



The Show-Makers

Cyril Richard and ***Joan Greenwood*** *will be the stars in the expanded, 90-minute version-with-music of "The King and Mrs. Candle," to be colorcast as the next Producers' Showcase production over NBC-TV August 22. The show was originally seen in a 60-minute version on NBC-TV's "Philco Television Playhouse" April 18, 1954.*

Dell Sharbutt, *seen last season on* ***George Gobel's*** *show originating on the west coast, will be making his television debut in New York when he becomes master of ceremonies of "Ringabuk," WPIX's new audience participation show which starts next Saturday. The 45-minute show is being produced by* ***Walt Framer.***

John Ireland *stars in "Prisoner in Town," the August 10 presentation in the "Pall Mall Playhouse" series.* ***Carolyn Jones*** *is the lady in the case.*

Veteran baritone ***Thomas L. Thomas*** *will be guest soloist when "The Voice of Firestone" is simulcast over the ABC television and radio networks next Monday.*

Rudolph Valentino, Gloria Swanson, Mabel Normand *and* ***Lionel Barrymore*** *are among the stars who are featured on this week's "Movie Museum" over WOR-TV. Mr. Valentino's scenes will be from "The Eagle"; Miss Swanson's from "Shifting Sands"; Miss Normand's from "A Squaw's Love" and Mr. Barrymore's from "The Switch Tower."*

Richard Kiley, *currently being seen in Allied Artists' theatrical film, "The Phenix City Story," and the star of last week's "Heaven Can Wait" at the Westport Playhouse, Westport, Conn., soon heads for Europe to resume production of his Guild Films' syndicated TV series, "Brother Mark," now being shot in Germany and other European countries, and in which he plays the title role.*

WHO's WHERE

WALTER KINGSLEY has been appointed sales manager of the new national sales organization set up by Ziv Television Programs, Inc., **M. J. RIFKIN**, vice-president in charge of sales, has announced. **ALLEN JOHNSTON** will head the new unit's western division, and **RUSS CLANCY** will head the eastern division.

ROBERT K. HARTMAN has been named director of industrial and defense contracts of Columbia Broadcasting System. He will be in charge of the administration of research, developmental and production contracts for CBS-Columbia, CBS-Hytron and CBS Laboratories.

JOEL SPECTOR and **WALLY GOULD**, veteran producers of commercials, head Guild Films' newly created commercials department. Mr. Spector formerly was production manager of radio-TV for Gray Advertising, and Mr. Gould sales executive for Robert Lawrence Productions and Peter Elgar Productions.

TED WICK, publicity director of CBS Television, Hollywood, has been named manager of the special projects unit of CBS-TV, Hollywood, to work on the network's series of special 90-minute fall programs.

JEROME D. GREENBERG, of the Bremer Broadcasting Corporation's WAAT sales staff, has been appointed director of merchandising for the corporation's WAAT and WATV, Newark.

TED ROSENBERG has resigned from Ziv Television, Inc., to join the sales staff of Television Programs of America. TPA, which has begun a general expansion program, also has added **JAMES P. BONFILS**, formerly sales manager of KTVI, St. Louis, and **GEORGE W. CLARK**, formerly with the Mutual network, as account executives. **MRS. ELEANOR GARDNER**, formerly director of the metropolitan division of the American Association for the United Nations, has been named promotion coordinator for TPA.

Services Directory

Circle Film Laboratories, New York, announce the preparation of a pocket-sized directory of TV film industry services available in New York City. The directory will be distributed free to advertising agencies, industrial firms, film producers, program distributors and television stations, and will contain no advertising.



COLORFUL character, this, and who has a better right than Howdy Doody to go color, which he will do come September, and from NBC's new color studio in New York.

HOLLYWOOD

Clouts McCardle will challenge any other nation to find a business where people are paid to give away money. How 'bout a show titled "Treasury Men in Action," starring Groucho, Bert Parks, Herb Shriner and introducing Hal March?

The leading local disc jockeys are backing the Junior National Audience Board move to eliminate double entendre records from the airways. The teen-agers contingent of Peter Goelet's organization, aimed at better TV-Radio programming, will send copies of the petition signed by the platter spinners to other junior NAB chapters being set up around the country as the method to gain cooperation in wiping out the "hot" record plague.

James Stewart is looking for more TV credits with only one filmed drama and one comedy routine on the Gobel show as collateral . . . as though he needed any. . . . **Thomas Mitchell** will host-narrate the new filmed anthology series, based on the works of O. Henry, as soon as he completes his feature role in Bert Friedlob's "News Is Made at Night." . . . **Max Liebman** is seriously considering NBC's Color City in Burbank as the home for most of his next season's Spectaculars.





The response to this announcement clearly proves TWO points...

(1) That the television field needs and wants this book for constant reference;

(2) That *Television Today* has the kind of keen readership among the active executives throughout the television field that makes it a highly effective advertising medium.

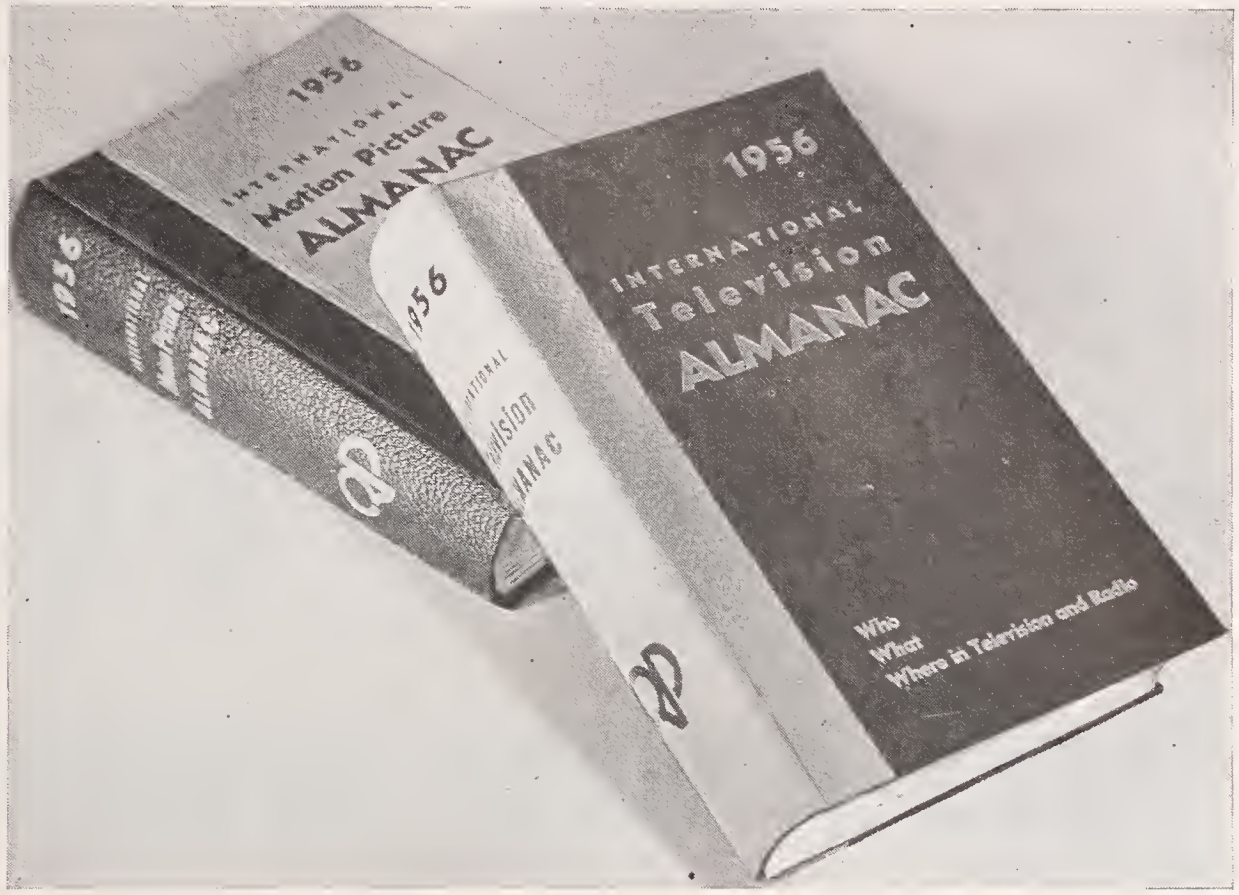
The ad at your right appeared in the first two issues of *Television Today.* The responses began on the day of its first appearance. The coupons (over 85% with check for $5 or $8.50) have continued in a steady stream by every mail since then.

Both *Television Today* and *Television ALMANAC* are great time-savers for the kind of people that advertisers want to reach in the television field. *To actively tell, sell, or remind* about you or your product or services—to get your message to the people who count for your purposes—your best bets today are *Television Today* and *Television ALMANAC.*

The telephone number is:
CIrcle 7-3100
In Hollywood it is:
HOllywood 7-2145

Television Today

Now Television is to have its own ALMANAC



Wherever motion pictures are produced, distributed, exhibited, or written about, the ALMANAC has a standing that is unique. It is unquestionably *the* standard reference on "Who", "What", "Where" throughout the motion picture industry.

Fifteen years ago the ALMANAC began including a Television section. By 1952 that section had so grown in importance that the name of the book became "Motion Picture and Television ALMANAC." Many suggestions from enthusiastic subscribers—followed by a survey to determine the extent to which the TV field was being served in a practicable manner—made this fact clear: ***The Television industry needs and wants a complete TV ALMANAC*** —a book to answer all its factual questions in the thoroughly reliable and easy-to-find manner which made the ALMANAC so widely preferred in the motion picture field.

Thumb-indexed in 15 organized sections:

TURN TO ANY SECTION *IN SECONDS*, TO FIND WHO, WHAT, WHERE, WHEN — THE FACTS YOU ARE ALWAYS NEEDING, such as:

(1) WHO'S WHO—not a mere list of a few dozen names—over 300 pages of biographies, alphabetically arranged—the industry's ONLY real "Who's Who"; (2) PRODUCERS and DISTRIBUTORS —of everything for TV time; (3) PROGRAMS—an A to Z list of all shows nationally available, with all pertinent information, also typical week's programs of each of the networks; (4) SERVICES & EQUIPMENT—all types of services for TV production, including film and music libraries, laboratories, studio equipment, etc.; (5) CORPS.—corporate structure and executive personnel of the companies in or related to TV; (6) MOTION PICTURES—list of over 4,000 features from January, 1944 to now, with factual data; (7) TV STATIONS—full listings, with data; (8) AGENCIES & STATION REPS—full listings, with data and TV execs.; (9) STATISTICS—many up-to-date facts and figures of the needed kinds, plus highlight-review of the year; (10) CODES—with full text of TV Code and background data; (11) AWARDS—lists of winning shows and performers covering several years; (12) ORGANIZATIONS—national and regional, with officers, etc.; (13) CANADA—complete breakdown of TV in Dominion; (14) GREAT BRITAIN—breakdown of TV data, commercial and non-commercial; (15) WORLD MARKET—the listings and status, country-by-country. Also: PRESS listings, RADIO information and a mine of other reliable data—all up-to-date and cross-indexed.

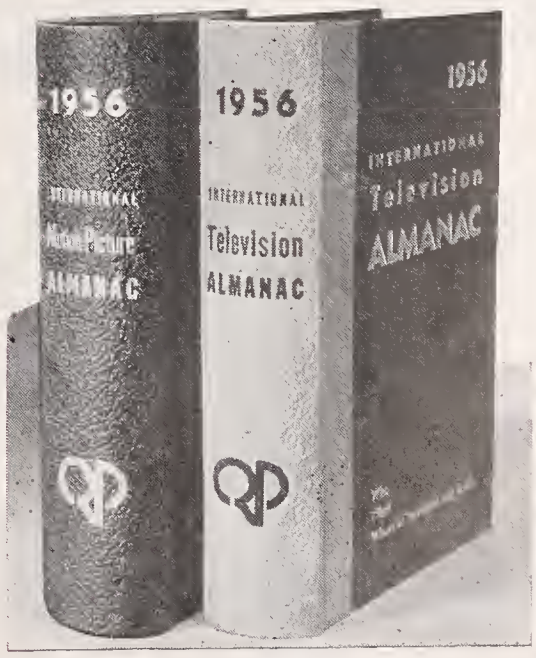
Edited by CHARLES S. AARONSON

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MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 22 NEW YORK, U. S. A., TUESDAY, AUGUST 2, 1955 TEN CENTS

Against TV Films

SAG Members Set Aug. 4 Strike Date

Mail Referendum Count 4,848 For, 184 Against

By WILLIAM R. WEAVER

HOLLYWOOD, Aug. 1. — A nationwide strike against all producers of television entertainment films, effective one minute past midnight on Aug. 4, today was called by the board of directors of Screen Actors Guild following the completion of counting a mail referendum in which members voted 4,848 in favor of authorizing a strike to 184 against.

The referendum affirmed a unanimous strike vote taken in an emergency membership meeting at Hollywood Legion Staium one week ago.

The strike notice which was dispatched today to all members specified that the "strike applies to all production of television entertainment films throughout the United States" and adds "you are furthermore instructed

(*Continued on page* 3)

Senate Group Sets Hearings in Jan. On Radio, Video

From THE DAILY Bureau

WASHINGTON, Aug. 1.—Senate Commerce Committee chairman Magnuson (D., Wash.) announced that his committee would start public hearings Jan. 17 on problems in the radio and television industry.

The hearings will cover the need for tighter control of broadcasting networks, UHF-VHF problems, and

It is believed the question of sub-

(*Continued on page* 6)

Ask Dismissal of Mo. Trust Action

Special to THE DAILY

ST. LOUIS, Aug. 1.—Nine film distributing companies have requested dismissal of a $300,000 anti-trust suit filed in U. S. District Court here by Pauline C. and Earl E. Williams, formerly owners and operators of the Venita Theater at Herculaneum, Mo., in separate answers filed with the clerk of the court, James J. O'Connor.

The defendants charge there is no

(*Continued on page* 6)

Chi. Water Pinch Hits Air Cooling

CHICAGO, Aug. 1.—Loop theatre operation in this city is being adversely affected by the low water supply.

Many theatre patrons, seeking relief from the sweltering midsummer heat in air-conditioned theatres, find themselves disappointed when, due to the water shortage, the air-conditioning unit has to be turned down. The city just hasn't been able to pump in enough water to service the tremendous increase in air conditioning installations other than theatres. This is the first summer that many office buildings have had conditioners installed, and the report is that the capacity for servicing is not adequate.

Other effects are that between 2:00 and 5:00 P.M., when offices have their

(*Continued on page* 7)

House Unit to Study Excise Tax Field

From THE DAILY Bureau

WASHINGTON, Aug. 1. — The House Ways and Means Committee has set up a special subcommittee to study the entire excise tax field.

The subcommittee will conduct its investigations and probably hold hearings during the fall, while Congress is in recess. The idea is to be ready to go with a revision bill in 1956.

Committee members said the subcommittee is supposed to concentrate mainly on inequities and administrative problems in the present excise structure, but that it was almost in-

(*Continued on page* 7)

Manby in Liaison Post

New RKO Executive Staff Taking Form

Branson and Greenblatt to Continue Their Association With Grainger in Sales Duties

A new executive set-up at RKO Radio Pictures appears to be emerging rapidly under General Teleradio, Inc., ownership as GT president Thomas F. O'Neil, chairman of the RKO Radio Pictures board, yesterday named C. Robert Manby a vice-president of GT to handle liaison between RKO Radio Pictures and the parent company.

It was also announced that J. R. Grainger, who resigned as president of RKO over the weekend and was replaced by Daniel T. O'Shea, senior vice-president of Columbia Broadcasting System, will remain with RKO to supervise the sales and distribution of product.

Manby, a member of the GT executive staff since 1953, will assume his new duties immediately, with O'Shea taking over the RKO presidency within a week to 10 days, it was reported.

O'Neil's appointment of Manby is the fourth since General Teleradio

(*Continued on page* 3)

Meet Again on Arbitration

The "off again, on again" arbitration meetings between exhibitor and distributor attorneys and executives was "on again" yesterday when an inconclusive meeting to finalize a set of rules and regulations for the industry took place at the Motion Picture Association of America here.

The meeting was the first gathering of the full sub-committee in many months even though attorneys Adolph Schimel and Herman M. Levy have met in previous attempts.

It is understood that the meeting was called to approve a draft which had been drawn up by the attorneys. It was not stated whether the group reached any definite conclusions on the draft. Attending yesterday's meeting were Schimel, William C. Gehring, A. Montague, Charles Reagan, Levy, Simon H. Fabian, Leo Brecher, and Max A. Cohen.

"Trial"

(M-G-M)

ANOTHER strong box office attraction from Metro-Goldwyn-Mayer is certain in this powerful motion picture, "Trial," a high-voltage drama, loaded with action, suspense and intriguing situations. Sure to arouse much comment, pro and con, because of its controversial theme—racial prejudice and communistic leanings, this is a faultless production which, like "Blackboard Jungle," will do top-notch business.

"Trial" delves into the legal profession and its ethics, and might be termed an "expose" of personal gain in the practice of criminal law. Don M. Mankiewicz' Harper's prize novel, and screenplay, is a shocker and frightening at times in its depiction of the emotions which rule the thinking and behavior of some Americans.

Played to the hilt by a talented cast topped by Glenn Ford and Rafael Campos, both of whom contributed much to the successful "Blackboard Jungle," and Arthur Kennedy, Dorothy McGuire, John Hodiak, Katy Jurado, Juano Hernandez and Robert Middleton, exhibitors shouldn't have any trouble in satisfying their patrons' appetite for solid but unusual entertainment. This is it! And it should and will keep a theatregoer fast in his seat throughout its showing.

Ford's performance as the zealous law professor, in need of courtroom

(*Continued on page* 7)

Boston Mayor Says Courts Prevented From Banning Film

Special to THE DAILY

BOSTON, Aug. 1.—Mayor John B. Hynes, Police Commissioner Thomas F. Sullivan and Nelson Aldrich, a member of the Art Commission, viewed the film "Game of Love" at the Beacon Hill Theatre at noon today. This board of authority was called upon after city censor Walter Milliken had reported to the mayor that he did not deem the film obscene

(*Continued on page* 7)

Propose O. Advisory Censor Board Stays

Special to THE DAILY

COLUMBUS, O.—Aug. 1.—Governor Frank Lausche has approved a suggestion by Rep. Edmund James, Republican of Caldwell, that the advisory board on film censorship be kept pending future attempts to enact a prior censorship law. The three-member board consists of Fred C. Slager, Mrs. Mildred Bickel and Wilfred Eberhart, all of Columbus. All are active in educational circles.

(*Continued on page* 7)

PERSONAL MENTION

RICHARD W. ALTSCHULER, Republic director of world-wide sales, left here yesterday for Hollywood.

•

LEO F. SAMUELS, general sales manager of Buena Vista Film Distribution Co., left here last night for Toronto for conferences with ALF PERRY, general manager of Empire-Universal Films, Ltd. Samuels was accompanied by JAMES O'GARA, Buena Vista sales representative.

•

MRS. HILDA PILZER, mother of HERBERT PILZER, president of Circle Film Laboratory, returned here yesterday from Europe aboard the "Liberte." She visited her son GEORGE PILZER, who represents Columbia Pictures in Paris.

•

RUTGERS NEILSON, foreign publicity director for RKO Radio Pictures, has returned here from a two-week stay in Atlantic City, N. J.

•

CARD WALKER, director of advertising of Walt Disney Productions, has returned to the Coast from here.

•

LIDA LIVINGSTON, head of Ettinger Co.'s New York office, returned here from Hollywood yesterday.

•

HARRY GOLDSTEIN, Allied Artists exploitation manager, has returned here from Washington.

•

LEW GRADE, British film agent, arrived here from London yesterday via B.O.A.C. Monarch.

•

PADDY CHAYEFSKY has arrived at the M-G-M studios from here.

•

GIL MAURER, of "Look," has returned here from the Coast.

•

CHARLES VIDOR has returned to the Coast from North Carolina.

•

GEORGE CUKOR has returned to Hollywood from here.

Schwartz to Coast

Sol A. Schwartz, president of RKO Theatres, accompanied by Mrs. Schwartz, will leave today for the West Coast where he will visit the Hollywood studios to preview the more important productions now in preparation for Fall and Winter release. Schwartz will also visit RKO Theatre properties in Los Angeles and San Francisco.

Buys 'Big Play'

"The Big Play," Eleanor Pryor's novel, has been purchased by Russ-Field Corp. as a starring vehicle for Jane Russell and the production company's third United Artists release, it was announced by executive producer Robert Waterfield.

Major Industry Problem

Hyman Launches Film Co. Talks On Methods to Boost Attendance

By MURRAY HOROWITZ

A series of conferences with major film company executives here on the industry-wide problem of bosting theatre attendance will be conducted by Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres.



Edward Hyman

Hyman will begin his meetings this week in preparation for AB-PT's annual meeting, to be held in Spring Lake, N. J., Sept. 8-9, where one of the major topics of discussion will be ways and means to increase attendance.

The AB-PT vice-president, outlining some of the topics which he will discuss, included the following:

¶ The Audience Awards campaign.

¶ Personnel appearances by young stars and starlets.

¶ Forthcoming product by major studios featuring new personalities.

¶ Integration of theatre operations, promotion and publicity, with the release of pictures featuring new personalities.

Hyman said that various AB-PT affiliates have been trying different experiments to boost teen-age attendance. These experiments will be of tremendous help in mapping long-range programs to capture the attendance of the young, he forecast. However, in the final analysis "it is what we put on the screen," Hyman declared in the interview.

Studio Cooperation

The AB-PT vice-president expressed hope that studios would cooperate in the endeavor to build attendance and gain popularity for fresh talent by subscribing to personal appearance of new talent. "Those participating," declared Hyman, "need not be big name stars to create a favorable and lasting impression. This is especially true of the hinterland," he added.

All of the film companies realize that the industry needs more Marlon Brandos and Gary Coopers, he went on, adding that many film companies currently are producing pictures using new potential star talent. Those pictures incorporating such talent, he promised, will get complete cooperation from AB-PT affiliate theatres to popularize new personalities shown in motion pictures.

Youngstein Arriving

Max E. Youngstein, United Artists vice president, will arrive in New York tomorrow from Hollywood for home office conferences on the company's long-range product and promotion programs. Following his New York stay, Youngstein will return to the Coast, where he is headquartering for the summer.

Clayton Bond, 65, Veteran Executive

Special to THE DAILY

FORT LAUDERDALE, Aug. 1.—Funeral services for Clayton E. Bond, 65, retired film executive, will be at 10:00 A.M. Wednesday at Fairchild Chapel in Ft. Lauderdale.

Burial will follow at Lauderdale Memorial Park.

Bond died very unexpectedly after a heart attack Sunday at his residence here. Born in Allegan, Mich., he came to Ft. Lauderdale three years ago from Scarsdale, N. Y.

He was chief film buyer for Warner Bros. theatres in New York City for 19 years and was associated with the industry for 42 years.

Surviving are his wife Irene of the residence, two daughters, Mrs. Bernadine Benson, Johnstown, Pa., and Mrs. Mary Bond Douglas, Ft. Lauderdale. A son, Clayton E. Bond, Jr., New Rochelle, N. Y., one brother, three sisters, five grandchildren and one great grandchild.

Bond Background

Bond entered the industry in 1912 as a booker for the old Majestic and Mutual companies; then became a salesman for Triangle Film Co. In the early days he was sales manager for Paramount, a branch manager for First National, a buyer for Balaban & Katz and for Midwest Theatres, and was a division manager for Warner Bros. in the late 1920s. He was head film buyer for Warner Bros. Theatres from 1931 to the divorcement in 1950, when he assumed a similar post with Skouras Theatres here.

'Thief' Premiere Tonight in Phila.

Barney Balaban, president of Paramount Pictures, will be among the company executives who will be present this evening at the world premiere of Alfred Hitchcock's "To Catch A Thief" at the Trans-Lux Theatre, Philadelphia, proceeds of which will go to the Woman's Medical College of Pennsylvania. Others from the company who will attend include Russell Holman, Eastern production manager; Jerry Pickman, advertising-publicity vice-president; Howard G. Minsky, Mid-East division manager, and Ulrik F. Smith, Philadelphia branch manager. Richard Brandt, vice-president of the Trans-Lux Theatres, will be among those who will attend from New York.

Grace Kelly and Cary Grant, stars of the Paramount drama in VistaVision and Technicolor, will attend the Hollywood-style premiere in person.

Set Aug. 16 Screening Of Todd-AO 'Oklahoma'

HOLLYWOOD, Aug. 1.—The first completed Todd-AO print of "Oklahoma" will be screened Aug. 16 at the MGM studio for special guests of Oklahoma's Governor Raymond Gary, who will fly here for the occasion, accompanied by Oscar Hammerstein, Jr. and Will Rogers, Jr.

Nicholas Matsoukas, national director of advertising and publicity for Magna Theatres Corp., will come West for event.

'Gala' Premiere for 'Splendored' Here

Twentieth Century-Fox's "Love Is a Many Splendored Thing" in CinemaScope will have a Hollywood-styled "sneak" preview on Aug. 15, at New York's Roxy Theatre, before an invited audience of celebrities of stage, screen and TV and representatives of the metropolitan and film trade press.

The advance showing will be designed to radiate all the glamour and excitement of a world premiere with TV, radio, newsreels and newspaper still photographers present to record the arrival of notables to the theatre.

As part of festivities of the evening

Butterfield and Wolf Form New Company

The formation of Butterfield & Wolf, Inc., to handle and supervise theatrical and television distribution was announced here yesterday by Alfred Butterfield and Thomas H. Wolf, chairman and president, respectively.

The new company will specialize in the acquisition, development and distribution of TV, theatrical and non-theatrical film properties.

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17% Increase

Mexican Film Wage Hike Averts Strike

Special to THE DAILY

MEXICO CITY, Aug. 1.—The industry has been spared the strike and labor crisis that had threatened for some time. Nine American and three Mexican distributors granted a 17 per cent wage increase which the National Cinematographic Industry Workers Union (STIC) accepted. STIC had reduced its pay hike demand to 22 per cent from 50 per cent. The distributors had increased their wage increase offer from five per cent.

The pact's life is until July 31, 1957.

The American companies are Metro, Paramount, 20th-Fox, Universal-International, RKO, Columbia, United Artists, Warners and Republic. Allied Artists had made a pact with STIC previous to the union's mass demand upon the distributors. The Mexicans are Peliculas Nacionales, Peliculas Mexicanas and Rodriguez Brothers.

"We made a very great concession," emphasized a spokesman for the Americans. "It is so great that how some of us can stand it remains to be seen. It is very great because ours is the only business in Mexico that has not only not increased prices but has actually reduced them."

He referred to the ceilinged admission price of 32 cents that has been in effect since December, 1952. Since then, all other prices in Mexico have gone up 25 to 100 per cent. The industry was officially forced to reduce its price top from 58 cents.

"This is certainly no joke or even a light matter," the spokesman stressed.

United Germany Will Aid Films: Branson

Unity of East and West Germany will increase business enormously as about 5,000 theatres would be potential buyers of American product, according to Walter Branson, worldwide sales manager for RKO Radio Pictures, who returned yesterday from a one-month tour of Europe.



Walter Branson

"Business abroad is excellent for our product as well as native motion pictures," Branson said and reiterated that "good pictures do good business all over."

Branson, who toured England, France, Belgium, Holland and Germany, stated that the German film industry is rapidly advancing production-wise and exhibition-wise. "If and when the country is united, it will become an important source of revenue for U. S. product and a major European producer," he said.

RKO Executive Staff Shaping Up



Daniel T. O'Shea



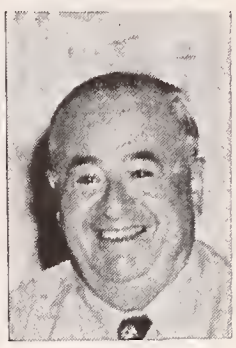
Chas. R. Manby



John B. Poor



Charles Glett



J. R. Grainger

(*Continued from page* 1)

purchased the production-distribution company from Howard Hughes for $25,000,000 on July 19. O'Neil previously named Charles L. Glett as executive staff member of GT in charge of RKO Radio studio operations; John (Jack) Poor, GT vice-president, a member of the board of directors of RKO Radio Pictures and its subsidiaries, and O'Shea as president of RKO Radio.

Grainger, in a statement to RKO personnel, said:

"Messrs. O'Neil, O'Shea and I have had very cordial meetings and at their request I am continuing with the company supervising the sale and distribution of motion pictures, as I have in the past, with the able assistance of Walter Branson, world-wide sales manager, and Herbert Greenblatt, domestic sales manager.

"We are all in agreement upon the problems confronting RKO, and Messrs. O'Neil and O'Shea will, of course, have my whole-hearted support and the support of the entire world-wide organization in their endeavors. Each of us is confident that RKO within a reasonable time will assume its rightful position as one of the principal producers and distributors of motion pictures."

Grainger, who left New York last night, is expected to arrive in Hollywood today. O'Neil, who postponed a trip to the West Coast last week, is now scheduled to go to Hollywood sometime late this week or early next week.

Manby has been in the radio and television industry since 1946, joining WJW in Cleveland upon his discharge from the Coast Guard as an intelligence petty officer. The 35-year-old executive joined WONS (now WGTH) in Hartford in 1948 as station manager, moved to WGTR, Worcester, Mass., in 1950, and in 1951, joined the Yankee Network as executive assistant to O'Neil.

He took a leave of absence in 1951 for a two-year course of study at Harvard and received his MBA degree in 1953. A native of Battle Creek, Mich., Manby graduated from Hillsdale College with an AB in 1942. In 1953, he joined General Teleradio.

Hamm Re-elected NCTA President

Special to THE DAILY

SAN FRANCISCO, Aug. 1.—The membership of the Northern California Theatre Association re-elected L. S. Hamm of West Side Theatres as president at a meeting held at the Clift Hotel here.

Other officers elected were Homer Tegtmeier, first vice-president; Ben Levin, second vice-president; William Elder, treasurer; Charles M. Thall, executive secretary. Also re-elected was Hulda McGinn as public relations and legislative counsel.

Elected to the board of directors of NCTA were: Mark Alling, Abe Blumenfeld, David Bolton, Robert Broadbent, Roy Cooper, Elder, Hamm, Gerald Hardy, Lamb Lloyd, Levin, Irving Levin, Earl W. Long, Henry Nasser, John Parsons, George Stamm, C. V. Taylor, Tegtmeier, and Harry Weaverling.

Supply Firms Taking Space at TOA Meet

Reports to Theatre Owners of America headquarters here disclosed that scores of the industry's leading supply organizations have started to make space reservations for the trade show to be held during the three-day convention of the TOA in Los Angeles, Oct. 6-9. The trade show will be held in the grand ballroom of the Biltmore Hotel. There will be 137 booths.

Among the companies which have made reservations for the special exposition include National Carbon Co., Cretors Popcorn, Ballantyne Co., Pepsi-Cola Co., Switzer's Licorice Co., Rex Specialty Bag Corp., Supurdisplay Co., B. F. Shearer Co., Stewart-Translux Co., Coca-Cola, R.C.A. Corp., Jewel Electric Products, Motiograph Co., Heywood-Wakefield Co., Karagheusian Co.

SAG Strike

(*Continued from page* 1)

not to accept employment in television entertainment films made in Mexico, Canada or any other foreign country, without first checking with the Guild."

The notice further stipulates, "This strike call does not apply to production of theatrical motion pictures, filmed television commercials nor non-television industrial and educational pictures."

SAG executive secretary John Dales said the principal issue involved in the strike is the "refusal of the producers of filmed television programs to agree to make any residual payment whatsoever to actors for second run of video film."

Only previous strike action by SAG was called against producers of filmed television commercials in 1952 and was won by SAG after three months duration.

Dales said SAG will establish picket lines against any producer who undertakes to make television entertainment films during strike.

Negotiations by SAG with Association of Motion Picture Producers and Alliance of Television Film Producers opened on June 6 and broke off July 13.

AMPP Stand

AMPP-member producers' stand against making residual payment on second-runs is believed to relate, in major part, to their feeling that SAG might use such an agreement with actors in television films as a precedent in seeking re-payment to actors in theatrical films when they are reissued. This has been sought at various times previously but not obtained.

ATFP-member producers' stand against residual payments for second-runs is generally understood to be based primarily on the fact that, in most instances, television-film producers do not fully recover production costs from first-run, and need substantial second run income to turn in a profit.

Under the contract which expired last Wednesday night, producers were not required to make any residual payment on second-run. Under SAG's proposed new contract, they would have to pay 100 per cent on second-run and also on third-run, with lesser

Asked whether possible picket lines with actors entering to work in the-around major studios would interfere percentages set for thereafter.
atrical films, SAG spokesman said no. Whether members of other AFL guilds and unions would feel obligated to observe picket lines, in which case all studio operations might be affected, is a moot question tonight.

Both AMPP and ATFP declined to comment on the SAG strike action.

Texas Festivities For 'Command' Bow

Special to THE DAILY

SAN ANTONIO, Aug. 1. — The world premiere of Republic's "The Last Command" at the Majestic Theatre here Wednesday will be a highlight of a five-day series of events marking Heritage of Freedom Day, proclaimed by Mayor J. Edwin Kuykendall to honor the memory of famous Texans who fought for the cause of freedom.

Another highlight of the five-day observance will be the arrival here Wednesday of a frontier wagon and horseback trek of more than 200 riders and carriers from Bracketville, 125 miles from San Antonio. Ben Cooper, Republic contract star, will ride with the train.

"A Hollywood star contingent will be headed by Republic president Herbert J. Yates, Richard W. Altschuler, world-wide sales manager for Republic, Frank Lloyd, director of "The Last Command," Sterling Hayden, Anna Maria Alberghetti and Richard Carlson.



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ON CAPITOL RECORDS

As Congress Rushes to Adjourn This Session

Some Industry Bills Hang Fire

From THE DAILY Bureau

WASHINGTON, Aug. 1.—Some bills of interest to the industry have passed, and some have gone over until next year in the Congressional rush to adjourn.

The Senate ratified a proposed tax treaty with Italy, exempting U. S. films rentals in Italy from Italian income tax and Italian rentals in the U. S. from U. S. tax. Senate approval permits the exemption to be retroactive to last Jan. 1.

Congress also completed action and sent to the President a bill to exempt from the 10 per cent manufacturers excise tax any radio or television sets used in connection with a business. The bill would help out film studios, which use radio extensively in on-location work.

Both House and Senate approved, sending to the White House, a bill to boost the Federal minimum wage from 75 cents an hour to $1, effective next March 1. This would affect production and some distribution employes. The question of extending coverage to theatre workers went over until next year.

Top Congressional item of interest for the film industry next year will probably be Allied States Association's bid for Federal regulation of the industry. At its last board meeting, Allied voted to go ahead with this campaign, and general counsel Abram F. Myers said Allied would, during the coming months, make up its mind whether to try to have a bill introduced and have hearings before a legislative committee, or whether to have hearings first before some committee without power to report legislation, such as the Small Business Committee.

To nobody's surprise, one of the bills on which action went over until January was the measure to permit Federal judges to award less than treble damages in private anti-trust suits. Rep. Celler (D., N. Y.), whose House Judiciary Subcommittee held hearings on this measure, says he wants some further testimony. The bill was backed by the Motion Picture Association, but opposed by Allied.

Next year may also see hearings on another bill to exempt from tax any punitive damages won in anti-trust suits. This would reverse a recent Supreme Court decision in the Goldman Theatre case.

The House Ways and Means Committee will probably take up next year the Administration's request for easier tax treatment for foreign income. Chairman Cooper (D., Tenn.) has introduced the Administration's bill, to tax certain income earned overseas at 14 percentage points less than income earned in the U. S. and to defer the tax on earnings of foreign branches until actually remitted to the U. S. Rep. King (D., Calif.), a committee member, has introduced a bill to make sure film rental income is covered in this plan. The Treasury opposes covering film rentals.

The committee put off until next year any further consideration of the so-called catch-all tax bill, which permits tax deferment on money put into voluntary pension plans by self-employed persons. This plan, which has attracted the interest of many persons in the film industry, will get a close going-over again in January.

The Senate Finance Committee shelved until next year the House-passed bill to boost Social Security tax rates, along with liberalized Social Security benefits.

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Universal Assigns 17 Field Exploiteers

Universal-International has assigned 17 field exploitation representatives to cover key city openings of three of its Summer releases.

The pictures involved are "The Shrike," "The Private War of Major Benson" and "To Hell and Back" with the additional concentration going to openings of "One Desire" and "Female on the Beach."

Field exploitation representatives assigned include Ben Katz, Harold Perlman, Ben Hill, John McGrail, Sam Hart, Duke Hickey, Paul Ross, Julian Bowes, Mike Vogel, David Polland, Jack Matlack, Bob Ungerfeld, Bucky Harris, Arthur Herzog, Milton Crandall, Jim Biondo and Joseph Blaufox.

Webb and 'Kelly' Setting Records

Jack Webb's personal appearances with openings of "Pete Kelly's Blues," a Mark VII production for Warner Bros. release, has been setting new all-time highs, according to WB.

At the Majestic, San Antonio, the picture opened to a record $6,880 and continued this pace to a top gross of $20,220 in its first five days. At the Majestic, Houston, Jack Webb's personal appearance with the picture established a new record with $6,357, and $19,885 in its first four days. At the Majestic, Dallas, Webb's opening day appearance drew a record $6,061, for a three-day gross of $15,626. At the Worth, Fort Worth, Webb's opening day appearance with the picture drew a record $5,305 on Saturday, with a two-day gross recording a big $8,388, WB said.

TV Hearings

(*Continued from page* 1)

scription television may be explored at the Senate committee hearings. Many UHF and VHF station applicants have supported the advocates of toll TV, citing economic difficulties in the current free home TV market.

However, with the toll TV question before the Federal Communications Commission, the committee may steer clear of the issue.

31 Pictures Shooting At Coast Studios

HOLLYWOOD, Aug. 1 — Hollywood producers started one more picture than they finished last week, bringing the shooting total up to 31, generally regarded as a satisfactory level if averaged around the year.

New undertakings were "Shack Up on 101" (A-A); "Jubal Troop," CinemaScope, Technicolor (Col.); "Trapeze," Eastman color, Hecht-Lancaster (U.A.); "Our Miss Brooks" (Warner), and "Six Gun Lady," Lyon & Bartlett (Ind.).

Completions were "Patterns" (Ind.); "The Way Out" (RKO Radio); "Three Bad Sisters" (U.A.), and "Square Jungle" (U-I).

'Benson' Clicks in Boston

"The Private War of Major Benson," Universal-International's Technicolor comedy, which opened at the Paramount and Fenway theatres in Boston, Mass., last week following its Kansas-Missouri territorial kickoff previously, set a new opening day high for the year, $4,825, at the two-theatre combination, U-I reported.

Mo. Suit

(*Continued from page* 1)

basis to support Williams' suit and that in part, at least, the legal action is barred by the statute of limitations. They asked that, in addition to dismissal, they be reimbursed for costs in connection with the litigation. Companies filing the request for dismissal were Paramount, Columbia Pictures, Warner Brothers, 20th-Century-Fox, Universal, Loew's, Inc., RKO Radio, United Artists and Republic.

Also named as defendants were Monogram Pictures, Inc., and Miller Theater, Inc., owners and operators of theatres in Festus and Crystal City, Mo.

The suit sought treble damages for the $100,000 actual damages which the Williams claimed they suffered when they were forced to close the theater in June, 1952, because, according to the petition, the film companies "illegally refused" to give them first run pictures for the Ventia.

Ampex in Maryland

REDWOOD CITY, Calif., Aug. 1.—The Washington, D. C., district office of Ampex Corp., manufacturer of magnetic tape recorders, has moved to a new address at Silver Spring, Md.

Sales at New Peak, Too

Eastman's Half-Year Earnings Hit Record Mark: $36,365,989

ROCHESTER, N. Y., Aug. 1.—Sales and earnings of Eastman Kodak Co. for the first half of 1955 (24-week period ending June 12) were at the highest levels in the company's history, according to Thomas J. Hargrave, chairman, and Albert K. Chapman, president.

Consolidated sales of Kodak's units in the U. S. for this period amounted to $315,850,102, an increase of 13.6 per cent over last year's corresponding figure of $278,132,132. Sales also topped by 11 per cent the previous Kodak first-half record of $286,582,170, set in 1953.

Net earnings after taxes amounted to $36,365,989, an increase of 29 per cent over earnings of $28,134,192 for the first half of 1954. Net earnings were equal to $1.97 per share on 18,277,260 common shares outstanding compared with $1.60 a share on 17,401,845 shares outstanding at the close of the 1954 first half. Common shares outstanding were increased following the payment of a 5 per cent stock dividend last March. Earnings were 11.5 per cent of sales compared with 10.1 per cent in the corresponding period in 1954.

Pre-tax earnings were $79,544,759, up 32.8 per cent over the $59,919,674 for the first half of 1954.

Provision for income taxes amounted to $43,178,770 at the end of the first half, compared with $31,785,482 at mid-1954.

"Sales of most product lines showed a rising trend in the first half of 1955," Hargrave and Chapman said. "Photographic products generally as well as textile, plastic, and chemical products showed marked increases. However, sales to the government of special military products were lower.

"In general, the company looks forward to continued good business in the second half of 1955."

Wormser Replaces Boasberg at DCA; Sachson Sales Chief

Charles Boasberg, Distributors Corp. of America vice-president and general manager, has resigned from DCA effective next Monday.

In the new DCA executive alignment, Irving Wormser, vice-president, will take over Boasberg's general manager post, and Arthur Sachson, formerly general sales manager for Samuel Goldwyn and prior to that assistant sales manager for Warner Brothers, joins the company as general sales manager.

In announcing the change, Fred J. Schwartz, DCA president, said that while he regretted Boasberg's resignation, he was extremely pleased in being able to acquire Sachson.



PEOPLE

Jack Barbur is the new manager for Modern Theatres Supply in Portland, Ore.

□

Bob Moscow, general manager of the Rialto Theatre Co., was surprised on his birthday last week when a group of his friends presented him with a "birthday present": a bathing suit-garbed model wrapped in eellophane and a red ribbon.

□

Grover Hanley has resigned from the J. J. Parker Theatres ehain in Portland, Ore., after having been assoeiated with it for 29 years.

□

Barbara Dolgin, daughter of Joe Dolgin—film buyer and booker for the Pine Drive-In at Waterbury, Conn.—has joined the chorus of "Ankles Aweigh."

□

Don Cameron has closed the Portland, Ore., Capitol Theatre.

□

Arthur C. Bromberg, president of Allied Artists Southern Exehanges, has returned from an operation in an Atlanta hospital.

□

Richard Lange, manager of the RKO Exehange in Portland, Ore., baek at work now after suffering an arthritis attack.

□

Gustavo Asolin, night elub owner of Juarez, Mexieo, is organizing a film produetion eompany. **Jacobo Kendis** has been engaged as the impending company's art director.

□

Walter Lange has been named sales representative for Paramount Pietures in Portland.

□

Sam Cornish, partner in the Niantic Theatre Corp., Niantie, Conn., is marking his 43rd year in the film industry.

□

Norm Levinson, MGM press representative at Minneapolis, has returned to that city, following a vacation in Hartford and New York. He was formerly with Loew's Poli Theatres in Connecticut.

□

James J. Kane has been named CBS' direetor of press information in Hollywood, effective immediately. Kane, trade publieity manager for the CBS Television Network in New York for the past several years, sueeeeds **Ted Wick** who will handle the speeial projeets unit of the press information department in Hollywood.

"Trial"

(*Continued from page* 1)

experience, is sympathetic and highly moving. It closely follows his characterization of the young school teacher in "Blackboard Jungle" and could be said to be the best of his acting career thus far. It is of Academy Award caliber. Strong also in the acting department is the portrayal by Kennedy of a money-grubbing, Communist party line lawyer, who is subtle, shrewd and cruel in his dealings and feelings in the defense of young Campos, a Mexican youth charged with first degree murder in this tension loaded film.

EXCELLENT characterizations are also turned in by Miss McGuire who, as a "fellow traveler," stops believing Communist ideology after she meets Ford; Hodiak, an ambitious young district attorney; Miss Jurado, the easily-swayed mother of Campos who goes along with Kennedy until she is forcibly shown that Kennedy and the party seek to make her son a martyr; Hernandez, a liberal-minded Negro judge who hears the murder case; and Middleton, the wheedling, kidding and ambitious jailer.

Ford comes to the town of San Juno to gain courtroom experience and his first case, in association with Kennedy, is young Campos', who has been eharged with murder of a "white girl." Bigots in the town attempt to lynch the youth, but are turned back by the arguments presented. Kennedy seeks to raise funds for the defense and does so in a flamboyant manner which follows the Communnist line. As the trial progresses, Ford does all in his power to save the youth from hanging, legally, and is successful, despite the opposition, in a final thrilling courtroom address in which he points out the "mercies" of the law and the objectives of the Communist undermining of his case.

The production was exactingly directed by Mark Robson and produced by Charles Schnee in association with James E. Newcom.

Running time, 105 minutes. General classification. For release in October.

LESTER DINOFF

Boston Mayor

(*Continued from page* 1)

but that he wanted the board of authority to view it, nevertheless.

In his press release, Mayor Hynes wrote: "The picture, 'Game of Love,' is suggestive. The theme is unwholesomely immoral. However, by reason of recent decisions of the United States and Massachusetts supreme courts, no motion picture can be banned unless it is obscene. Though offensive to all concepts of morality, the picture cannot be catalogued as obscene as that word has been interpreted by the courts. Therefore, no action can be taken by city officials."

In his press interview, Mayor Hynes stated that he believes the city censor, Milliken, will continue to be "invited" to attend preshowings of motion pictures by the major film companies. He was denied the right to view "Game of Love" before it played the Beacon Hill Theatre; but attended the first public showing of the film on Saturday morning. The mayor also added slyly, "Anyone who goes to the Beacon Hill to see the film for a vicarious thrill will be sadly disappointed."

Chi. Water

(*Continued from page* 1)

air conditioning facilities turned o water for lavatory use in theatres, is rippled.

Many patrons, disappointed at theatre service, are said to request their money back.

Meanwhile, an exhibition committee has been formed and is attempting to work out a solution with city officials.

Excise Tax

(*Continued from page* 1)

evitable that the subcommittee woul.. eventually get into excise rates.

The special excise subcommittee wil. be headed by Rep. Forand (D., R.I.) and will include Representatives Keogh (D., N.Y.), Harrison (D., Va.), Herlong (D., Fla.), Jenkins (R., O.), Simpson (R., Pa.), and Kean (R., N.J.).

Lockwood & Gordon Opens New Drive-in

HARTFORD, Aug. 2.—Lockwood & Gordon Enterprises has opened its newly-built $200,000, 750-car capacity Pix Drive-In, Bridgeport, Conn.

John O'Sullivan, formerly manager of the L&G Danbury Drive-In, has been named general manager of the Danbury and Bridgeport drive-in.

O. Censors

(*Continued from page* 1)

Members of the advisory board have been called in by the state censor board in cases of questionable pictures.

James, who was chairman of the subcommittee of the House Judiciary Committee which drafted the administration's censorship bill which was defeated in the past legislative session, pointed out that it may be possible to enact a prior censorship law at a special session of the legislature in January. It is expected that the legislature will meet at that time to pass appropriate legislation to implement a $150,000,000 bond issue for state mental hospitals and other institutions which will be submitted to the voters in the November election.

If the censorship issue does not come up in the special session, it is regarded as a foregone conclusion that the matter will be pressed at the next regular session in January, 1957.

Share in Technicolor Group Insurance

Employees participating in Technicolor Motion Picture Corp.'s group insurance plan received dividends amounting to more than 10 weeks' premiums or 20.56 per cent of total premiums paid.

Technicolor announced that the Metropolitan Life Insurance Co. paid this dividend in spite of the fact that $201,237 have been paid out in benefits over the year which, it was stated, ended May 2.



✳ EVERYBODY AND HIS UNCLE wants to see MY SISTER EILEEN, a Columbia picture, starring Janet Leigh, Jack Lemmon and Betty Garrett. The freshest, funniest Technicolor musical that ever went singing across the Cinemascope screen!

"TRAVEL-AD--A Really New and Practical Ticket Selling Idea"

Says BOB ANDERSON, BURIEN THEATRE, BURIEN, WASHINGTON

Mr. Bud Brody
National Screen Service
2413 Second Avenue
Seattle 1, Washington

Dear Bud:

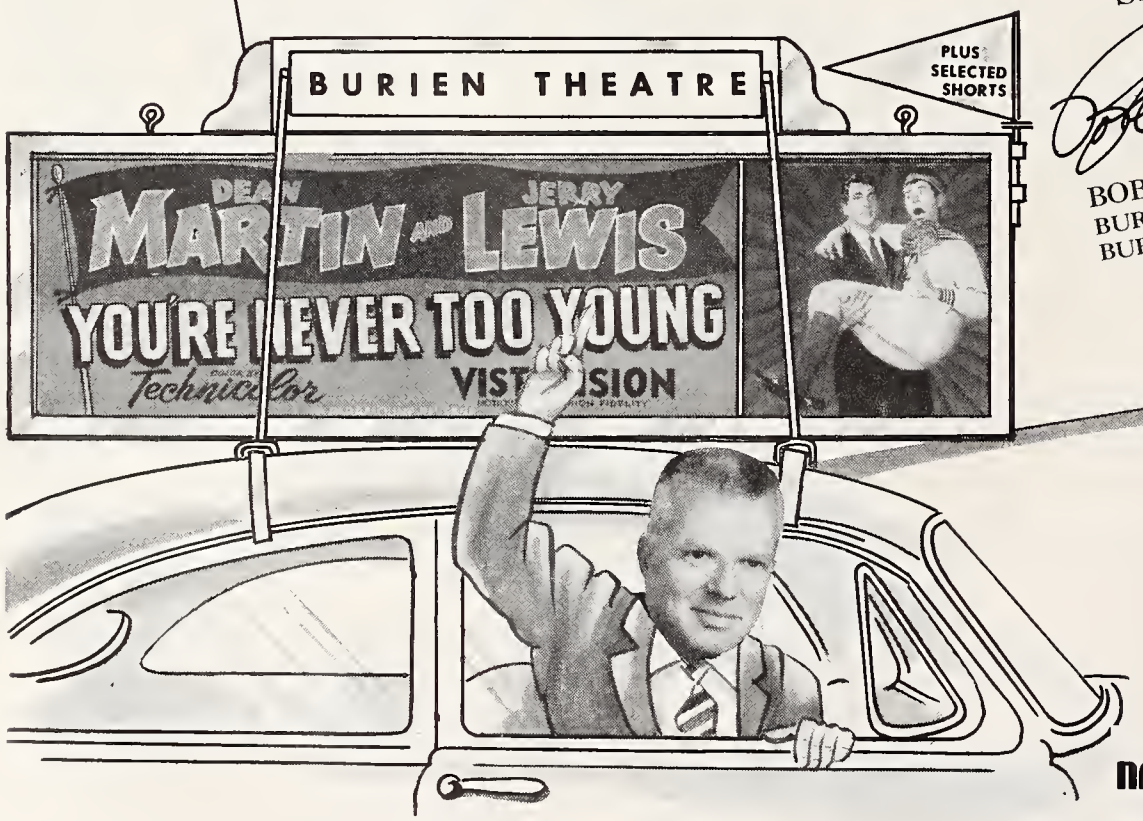
Once in a blue moon someone in this business comes up with a really new and practical ticket selling idea. National Screen has done just that with TRAVEL-AD.

One of these displays has been on my car for a month and I couldn't be more pleased with the results. For my money it's the best possible answer to low-budget "away from the theatre" advertising. The TRAVEL-AD is an attention-getter wherever I go. With the flashy paper available that means it's a business getter as well! Thanks!

Kindest personal regards.

Sincerely,

BOB ANDERSON
BURIEN THEATRE
BURIEN, WASHINGTON





NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 23 NEW YORK, U.S.A., WEDNESDAY, AUGUST 3, 1955 TEN CENTS

Goldenson Says:

Steady Flow Of Good Films Is Required

Urges Theatres to Back US and Foreign Sources

By LESTER DINOFF

A continuous, year-round flow of good product is a prime necessity of the theatres and it is up to exhibitors to encourage quality production from all sources, whether at home or abroad, Leonard Goldenson, president of American Broadcasting-Paramount Theatres, said here yesterday.



L. Goldenson

Goldenson, who returned recently from the Coast where he looked over new product, both completed and shooting, said that not only theatre operation but habits of established

(*Continued on page* 4)

SAG, Producers in Talks on Eve of Video Film Strike

From THE DAILY Bureau

HOLLYWOOD, Aug. 2.—Negotiators for the Screen Actors Guild, the Association of Motion Picture Producers and Alliance of Television Film Producers tonight were in meeting, canvassing the possibility of finding a basis for resumption of contract negotiations which broke down July 13, leading to yesterday's strike call

(*Continued on page* 5)

'Thief' Premiere Yields $22,000

PHILADELPHIA, Aug. 2. — A sell-out audience of prominent social, civic and business leaders of Philadelphia, Washington and New York tonight gathered for the gala benefit world premiere of Paramount's "To Catch A Thief" at the Trans-Lux Theatre whose seats were scaled to yield more than $22,000 at the box-office. The first night proceeds will

(*Continued on page* 5)

Arbitration Group Talks 'Language'

The meeting of the exhibitor-distributor subcommittee on arbitration on Monday was held for the purpose of bringing the members up to date on progress made by Adolph Schimel and Herman Levy, legal representatives of the group, according to a committee member. Some clarification of language was made, he said, adding that the draft had not been completed.

Levy is scheduled to leave today for a six-week tour of Europe. Schimel is on vacation. This would mean that another progress report is not likely for several weeks.

'U' Negotiates New Credit

WASHINGTON, Aug. 2.—Universal Pictures has negotiated a new $5,000,000 credit agreement with the First National Bank of Boston and the Guarantee Trust Co. of New York. The arrangement will replace the credit agreement of 1952 with the same banks.

Of the $5,000,000, $2,950,000 will be used to repay the outstanding balance of the previous agreement, while $2,050,000 will be added to the company's working capital for general corporate purposes.

'Awards' Meet Controversy

Need New Players for More Films: Freeman

AMPP Chairman Takes Issue with SAG's Reagan, Citing Para. Casting Problem

By WILLIAM R. WEAVER

HOLLYWOOD, Aug. 2.—A healthy controversy sparked today's Audience Awards meeting at Film Row's Boulevard Theatre, where upwards of 200 exhibitors and distribution personnel heard Y. Frank Freeman, board chairman of the Association of Motion Picture Producers, blame the cut-back in production partially on the lack of new talent, commercially salable to the public.

Others addressing the meeting on the issue included Audience Awards chairman Elmer Rhoden, Screen Actors Guild vice-president Ronald Reagan and Harry C. Arthur, chairman of the Southern California Theatre Owners Association.

Rhoden, repeating the key highlights in the Audience Awards campaign, remarked concerning the need for new player personalities that "one producer told me, that if we had started this audience poll several years ago, Hollywood would now have enough more box office personalities than it has so that there could be 25 more pictures in production than there are today."

Rhoden dwelt on the benefits to exhibitors that would accrue from this

(*Continued on page* 2)

First Quarter Drop In Attendance at British Theatres

From THE DAILY Bureau

LONDON, Aug. 2.—Admissions to Britain's theatres during the first quarter of this year aggregated 309,000,000, which was a five per cent drop from the corresponding quarter last year, but was six per cent higher than the last quarter of 1954, the Board of Trade Journal reports. Accounting for at least some of the decline was the exceptionally severe winter weather during the period reported on.

The average seat price rose from 20.5 pence to 21.5 pence which, the Journal comments, offset the decline in attendance in the first 1955 quarter.

Net receipts at the box office for

(*Continued on page* 5)

28,500 'Potentials'

16mm. C'Scope Prints of 'Robe' Ready in September

CinemaScope prints in the 16mm. anamorphic version of "The Robe" have been ordered from Technicolor and will be available for non-theatrical exhibition "sometime in September," according to a 20th Century-Fox spokesman.

The 20th-Fox official declared that the delay in marketing the first CinemaScope production in a small-gauge version is attributed to the slow development of a satisfactory anamorphic lens by Bausch & Lomb, which it is reported will sell the 16mm. lenses for about $125.

The 16mm. CinemaScope prints of "The Robe" will be available to some 28,500 narrow gauge exhibitors, public institutions, churches, schools, etc., the 20th-Fox official stated. Eventually, all of the company's CinemaScope product and possibly product of other film companies, will be available in

(*Continued on page* 2)

Johnston Slated for New IDA Term

WASHINGTON, Aug. 2. — The Senate has confirmed Motion Picture Association president Eric Johnston for a new term as chairman of the International Development Advisory Board. The board advises the Administration on U. S. aid to under-developed foreign countries.

NSS Sets Four Regional Sales Meets for August

Four regional sales meetings to be held during August have been scheduled by National Screen Service to set the pattern for 1956 ad accessory-trailer sales, it was announced yesterday by Burton E. Robbins, vice-president in charge of sales, who will preside at the sessions.



Burton Robbins

Branch managers and sales personnel representing all of the 29 key city offices of NSS will attend the meetings, in geographic groups covering the four parleys.

"The development in the past year by National Screen of many new

(*Continued on page* 5)

PERSONAL MENTION

A. MONTAGUE, vice-president of Columbia Pictures, and RUBE JACKTER, assistant general sales manager, left here yesterday for Toronto.

•

E. O. WILSCHKE, executive vice-president of Fine Sound, Inc., and Perspecta Sound, Inc., has left here for a week's vacation on the Jersey Shore.

•

GARSON KANIN, playwright, and his wife, RUTH GORDON, are due here today from Europe aboard the "United States."

•

HENRY F. WANGER, brother of WALTER WANGER, will arrive here today from Europe aboard the "United States."

•

ALFREDO HOLGUIN, Universal Pictures general manager for Mexico, has arrived in New York from Mexico City.

•

BERNIE SERLIN, Warner Brothers home office field exploiteer, and wife, are parents of a girl, KAREN MOODY, born at the New York Infirmary.

•

JAMES A. MULVEY, president of Samuel Goldwyn Productions, left here for the Coast by plane yesterday.

•

LOUIS B. MAYER, accompanied by his wife, is due here today from Europe aboard the "United States."

•

CHARLES B. MOSS, executive director of the Criterion theatre here, left New York yesterday for Hollywood.

•

MORI KRUSHEN, United Artists exploitation manager, has returned here from a nation-wide tour.

16mm. 'Robe'

(*Continued from page* 1)

16mm. versions, the spokesman for 20th-Fox said.

It was reported that the Bausch & Lomb lenses of two-inch focal length are for projection only, not interchangeable such as the 16mm. anamorphic lens developed by Bell & Howell for photography and projection, the 20th-Fox spokesman said.

It was also learned yesterday that the 16mm. anamorphic version of "The Robe" will be available with optical sound only. The 20th-Fox official revealed that the breakdown of 16mm. sales possibilities is: 2,700 projectors in theatres, 18,800 schools and colleges, 4,000 shut-ins, and the remainder in churches, social clubs, public institutions, etc.

Lease Ottawa House

TORONTO, Aug. 2.—Canadian Repertory Theatre has negotiated with 20th Century Theatres, an affiliate of Famous Players Canadian Corp. for a lease of the Imperial Theatre, 999 seats, at Ottawa, Ont., for a stock-company policy. CRT has launched a drive to raise funds for structural changes in the Imperial.

Seek Neb. Attorney General's Opinion On Legality of Audience Awards Prizes

The Attorney General of Nebraska has been asked for an opinion as to the legality of the Omaha Audience Awards committee awarding prizes to the winner of a contest in connection with the project in that state, according to Robert W. Coyne, special counsel of the Council of Motion Picture Organizations.

Meanwhile, Coyne announced that Don Shain of Tri-States' Orpheum Theatre had been named permanent chairman of the Omaha committee.

The Denver committee is offering a house and lot as an award, while the grand prize in Oklahoma City will be a trip around the world. When the Nebraska Attorney General renders an opinion, a follow-up meeting to one held last week will be held in Omaha. The Omaha group consists of Ralph Goldberg, Ed Force, Bernard Dudgeon, Carl Hoffman and Vince Flynn.

O'Brien Exercises Options of ABPT

From THE DAILY Bureau

WASHINGTON, Aug. 2.—Robert H. O'Brien, vice-president of American Broadcasting-Paramount Theatres, bought 12,500 common stock shares of ABPT through his stock option, according to a report to the Securities and Exchange Commission.

The exercise of O'Brien's option increases his holdings to 12,600 of common.

At the same time, the SEC was informed that Douglas T. Yates, director of Republic Pictures Corp., had holdings of 3,005 common shares. Tonrud, Inc., a Delaware corporation and an associate, bought 5,000 common shares, increasing holdings to 196,536 shares.

1st European 'Scope Film Here in October

"Oasis," the first European motion picture filmed in CinemaScope, has been added to 20th Century-Fox's release schedule and will open in the United States early in October, it was announced yesterday.

Marking the initial French and German co-film production, the drama was filmed in its entirety in Morocco under the direction of Yves Allegret and is being released in German, French and English versions.

Editorial Hails End Of Hub Censorship

BOSTON, Aug. 2.—Asserting that "Boston has come of age," the Boston "Herald" editorialized today on the "dethroning" of the censor, pointing out that for the first time a picture has been shown to the public without the censor getting the first look. The editorial referred to the William Shelton Films' "The Game of Love," which was viewed yesterday by Mayor John B. Hynes who disagreed with the favorable reviews of the critics.

Meanwhile, Mayor Hynes has received a telegram of "congratulations" from William Shelton, who cited the mayor for his "decision to abide by recent State Supreme Court ruling" and "and not to take police action."

Walter Milliken, city censor, continues to be "invited" to screenings by the major companies.

'Awards' Meet

(*Continued from page* 1)

additional production in view of the present product shortage.

Reagan Says

Minutes later Reagan, after suitable preliminary remarks, told the assembly, "I must differ with whatever the producer told Rhoden that there would be 25 more pictures in production now if there had been a 'new-faces' poll years before. There are always bright, shining new personalities coming up, and skyrocketing to stardom, but the industry does nothing to keep them on top, after they get there, and within one or two seasons they are gone and largely forgotten." SAG," he continued, "does more to protect new players, or old ones, against this destruction by neglect, than any other influence at work in pictures. In any case, I deny that SAG, with its more than 8,000 capable actors, is unable to supply the needed talent for another 25 pictures if producers honestly were disposed to make that many more."

Chairman Arthur, interspersing quips and general comment between speakers, undertook to close off further discussion on this difference of opinion, but Freeman, the final speaker, went back to it, taking the position that Reagan was mistaken.

Freeman Answers

Freeman, who also is vice-president in charge of production for Paramount, said, "We have five pictures ready to go into production right now, if we could cast them with players whose names would make them commercially sound attractions for exhibitors, but we can't completely cast even one of them.

"This year Hollywood major companies and principal independents will produce between 290 and 300 pictures. To be sure, they will cost as much as it would cost to produce 500 some years ago. But Hollywood could produce 50 or 100 more if we could find players and stories necessary to make commercially successful productions under today's conditions."

Controversy was suspended, with leave to reinstate, when chairman Arthur brought the meeting to a close with exhibition and distribution personnel present pledging unstinting support of the Audience Awards campaign.

Lou Nelson, an Audience Awards nominee, also addressed the group.

On Eve of Meet

3 From MGM For Release In September

Metro-Goldwyn-Mayer will release three pictures in September, the company announced yesterday on the eve of the departure of a group of home office executives for California to hold a series of screenings and sales talks on forthcoming product.

The trio of new pictures to be released next month consists of "It's Always Fair Weather," starring Gene Kelly, Dan Dailey and Dolores Gray in CinemaScope and Eastman Color; "Svengali," starring Hildegarde Neff and in wide screen and Eastman Color, and "The Bar Sinister," with Jeff Richards, Jarma Lewis, Edmund Gwenn, Dean Jagger, and Wildfire, the dog, also in CinemaScope and Color.

"It's Always Fair Weather" will be M-G-M's release for the Labor Day Holiday.

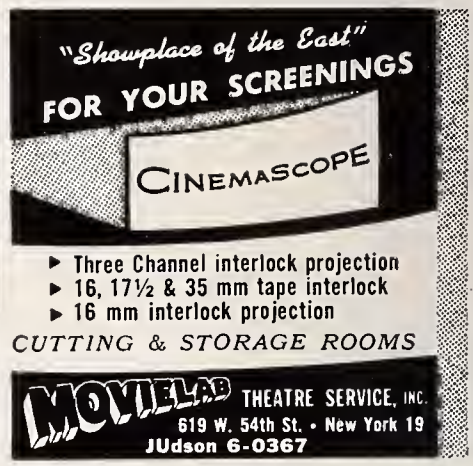
'Little Fugitive' To WCBS-TV

"The Little Fugitive," 1953 winner of the Venice Film Festival and an Academy Award nomination as the best original screenplay, has been purchased by WCBS-TV for exclusive television showings in the New York area, it was announced here yesterday by William C. Lacey, manager of the station's film department.

The picture, produced by Ray Ashley, Morris Engel and Ruth Orkin, will be seen on the "The Late Show" and "The Early Show" beginning early this Fall. The picture is being distributed by Standard Television, Inc., and was released to theatres by Joseph Burstyn, Inc., according to a WCBS-TV statement.

ARTIST WANTED

Visualizer for major motion picture company in New York City home office. Salary open. Write fully for interview (no samples, please!) to Box 72, MOTION PICTURE DAILY 1270 Sixth Ave. N. Y. C. 20



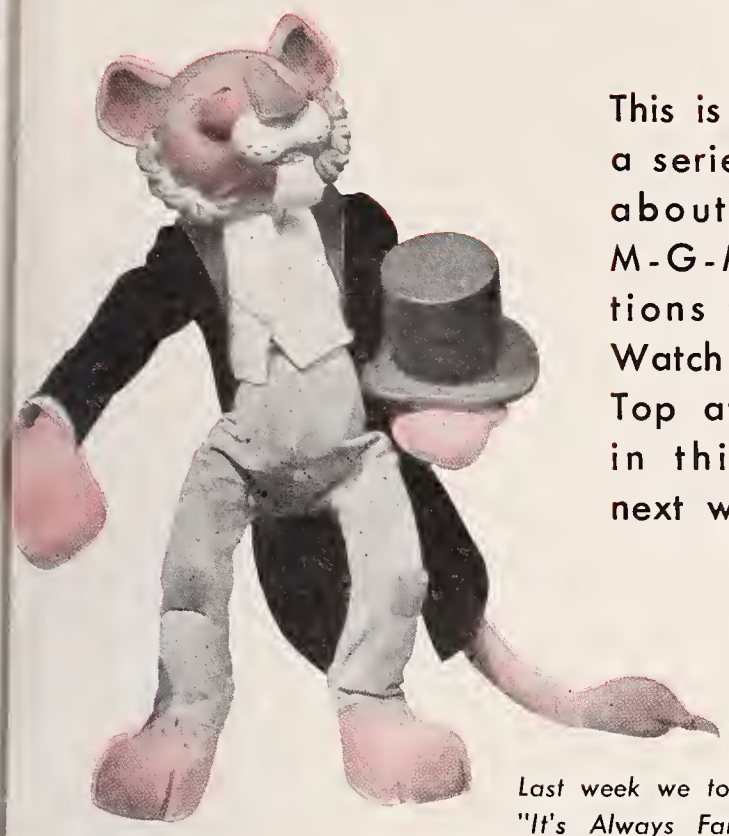
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- 16, 17½ & 35 mm tape interlock
- 16 mm interlock projection

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THE BEST FROM THE WEST!



This is No. 2 of a series of ads about the Big M-G-M attractions to come. Watch for more Top attractions in this space next week!

Last week we told you about "It's Always Fair Weather," "Quentin Durward" and "Trial."



BEST-SELLER!

TV FAME!

"I'LL CRY TOMORROW"

The remarkable story of Lillian Roth as revealed in her book and on TV's "This Is Your Life" comes to the screen as an inspiring human document.

★

M-G-M presents "I'LL CRY TOMORROW" starring Susan Hayward • Richard Conte • Eddie Albert • Jo Van Fleet • Don Taylor • Ray Danton • Screen Play by Jay Richard Kennedy and Helen Deutsch • Based on the book by Lillian Roth, Mike Connolly, Gerold Frank • Directed by Daniel Mann • Produced by Lawrence Weingarten



"THE TENDER TRAP"

In CINEMASCOPE and COLOR

This riotous film from the Broadway stage hit brings a company of top-flight funsters from both Hollywood and New York to catch every one of its thousand laughs!

★

M-G-M presents in CinemaScope • "THE TENDER TRAP" starring Frank Sinatra • Debbie Reynolds • David Wayne • Celeste Holm • Jarma Lewis • Screen Play by Julius Epstein • Based on the Play by Max Shulman and Robert Paul Smith • Photographed in Eastman Color • Directed by Charles Walters • Produced by Lawrence Weingarten



In CINEMASCOPE and COLOR

For the millions who asked for something new. Adventure, romance and humor in a novel, fast-paced entertainment.

★

M-G-M presents in CinemaScope • Richard Harding Davis' "THE BAR SINISTER" starring Jeff Richards • Jarma Lewis • Edmund Gwenn • Dean Jagger • and Wildfire • with Richard Anderson Willard Sage • Screen Play by John Michael Hayes • Photographed in Eastman Color • Directed by Herman Hoffman • Produced by Henry Berman

It's time to mail your Audience Awards nomination

Cartoon Programs

CBS-TV Signs Agreement for UPA Series

CBS Television and United Production of America have entered into a long-term agreement for the creation for CBS-TV of a UPA series of all-color variety cartoon programs, it was jointly announced yesterday by J. L. Van Volkenburg, president of CBS Television, and Stephen Bosustow, founder and president of UPA.

UPA will produce the new half-hour cartoon series for CBS-TV in both California and New York. In addition, the agreement provides for UPA to produce a full-length animated feature film program.

All of these productions will be scheduled for release in 1956.

Cowan Joins CBS

Louis G. Cowan, producer of "The $64,000 Question" television program, will join CBS Television as a producer on Aug. 15, it was announced by Hubbell Robinson, Jr., CBS-TV vice-president in charge of network programs.

The significant developments in television and their meaning . . .

Every Monday in

Television Today

Right at the start of the week—through an interpretive new style of trade paper journalism — this concise report of the significant news and events keeps you posted quickly and easily.

Television Today

Published every Monday in conjunction with *Motion Picture Daily*

Television--Radio

with Pinky Herman

A NEW theory on vertical, saturation advertising will be sounded out next December 6 with Alcoa purchasing all availabilities on eight NBC-TV programs starting with the net's eye-opener, "Today," and continuing through the concluding program "Tonight," early next morning. The special "Christmas Creations of Aluminum" campaign will be aided by Dave Garroway, Arlene Francis, Bud Collyer, Dr. Frances Horwich, Tennessee Ernie, Charles Ruggles and Steve Allen and is designed to be TViewed by 40,000,000 people. . . . Empire Broadcasting Corporation has opened its subsidiary Empire Production Corporation, designed and equipped to give special services to advertising agencies. The new air-conditioned studios offer visual-audio production services for independent telefilm and TV commercials. Prexy Helen D. Kelleher of Empire feels that "the new studio will provide agencies with an opportunity to experiment with all phases of commercial work without the many administrative and scheduling problems that are now unavoidable."

☆ ☆ ☆



Dennis James

Dennis James, who has given many current and future TV stars their first "break" in show business TVia his "ABChance of a Lifetime" series, flew to Europe Saturday for a well-earned vacation. However, during his travels in Paris, Rome, Florence and Cannes, Dennis will sign up unusual talent for presentation on his programs. His attorney-manager, Aaron B. Steiner, is spending his "two weeks with pay" in the wilds of Canada. . . . Studio Films' 70-minute musical variety film, "The Rock 'n' Roll Revue," featuring Nat King Cole, Lionel Hampton, Ruth Brown and Duke Ellington, will premiere Friday, Aug. 12, at the RKO Albee in Brooklyn.

☆ ☆ ☆

Ted Cott, general manager of Du Mont's O. & O. stations plans wider use of color programs in the fall with an "all-color" day on a regular schedule. . . . Their recent colorcast of "The Four-Poster" having proved itself one of the most successful of "spectaculars," NBC has pacted Hume Cronyn and Jessica Tandy to appear in another, "The Devil's Disciple," set for Sunday, Nov. 20. . . . Del Sharbutt, after 10 years on the Coast where he worked with "Amos 'n' Andy," "Bob Burns," Jack Benny, Jack Carson and others, has returned to Gotham and will emcee Walt Framer's new audience-participation series, "Ringabuk," which debuts Saturday (10:00-10:45 P.M.) over WPIX. . . . Mickey Schwarz flies to Addis Ababa Friday to confer with the Ethiopian government on a feature film which he'll produce-direct for ATV Film Productions. Final plans for the feature, based on "King Solomon and the Queen of Sheba," and scripted by Hermann Fuernberg, outstanding authority on Ethiopian history, in collaboration with Murphy McHenry, will be completed after Nov. 2 when the country will celebrate the 25th anniversary of Haile Selassie's coronation.

☆ ☆ ☆

Producer Nat Holt has signed Les Paul and Mary Ford to record the sound track behind the main titles of "Texas Lady," Holt-Rosen production currently being filmed on the RKO lot and co-starring Claudette Colbert and Barry Sullivan. . . . Arthur Henley's delightful "Make up Your Mind" radio CBSeries goes into its second year next week. . . . The Ralph Koch's (he's president of K & W Film Service) became proud parents of a baby girl Friday, their second child. . . . After more than a year of discussion and negotiation, Judy Garland has been CBSigned to make her TV debut on the premiere of the new "Ford Star Jubilee" series, a 90-minute live colorcast (9:30-11:00 P.M., EDT) originating at Television City in Hollywood. Her husband, Sid Luft, will produce the program. . . . In selecting Jim Kane to head its Hollywood TV press department, CBSolons have made a wise choice. Jim could always be counted on for good copy and in the years that we've known him, he's proven himself a capable contemporary, a dependable news source and a sincere friend. . . . Richard Kiley, currently starring in "Heaven Can Wait," at the Westport Country Playhouse, will head for Europe next month to resume production on Guild Films' syndicated series "Brother Mark."



Paul & Ford

Goldenson

(*Continued from page* 1)

patronage and the winning of new patronage depend upon theatres having a continuous supply of good product. Periodic release of quality films, interspersed with ordinary program pictures, does not meet theatre needs, he said.

"A steady flow of pictures to theatres with new faces, young talents, will put theatres on an even keel all year round and will draw in the public, teen-agers in particular, which will support the new talent presented on the screen," he said.

Goldenson declared that the COMPO Audience Awards poll is sure to stimulate the public's interest in motion pictures and should be supported by everyone in the industry. He said that the various AB-PT programs to stimulate theatre attendance and patronage among teen-agers now being conducted in United Paramount Theatres, will be thoroughly discussed at the company's annual meeting in September.

Reports on Business

Goldenson reported that UPT business and American Broadcasting business have been running about the same thus far in the second half of 1955 as in the first half. AB-PT earnings during the second quarter of 1955 doubled the first quarter figures. For the first six months of 1955, the estimated net operating profit was $3,355,000 or 77 cents per common share as compared with $1,754,000 or 37 cents per common share in the like 1954 period.

Commenting on the recent Allied States Association move to seek governmental regulation, Goldenson reiterated his previous statement that "the industry should resolve its own problems without outside help."

He extended the new management of RKO Radio Pictures a welcome into the industry and stated that the company could stimulate the industry by becoming a new source of product.

'Ulysses' to Globe

Paramount's "Ulysses," in Technicolor, starring Kirk Douglas, Silvana Mangano and Anthony Quinn, will be the next attraction at the Globe Theatre on Times Square.

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National Pre-Selling

"OKLAHOMA" gets a superb send-off in the August issue of "Seventeen." On a two-page spread printed to simulate a Todd-AO screen appear some beautifully colored photos taken on the outdoor location sets of the Rodgers and Hammerstein musical. Ed Miller, the motion picture editor of "Seventeen" supplied the text.

•

"Not As a Stranger" is the spotlighted review in the August issue of "Woman's Home Companion." A page is devoted to "this provocative movie which tells the story of a nurse and her ambitious doctor-husband."

•

"To Catch a Thief" will be advertised on a full-page in the September issue of "Seventeen." The Paramount picture will also be advertised along with "The Girl Rush" and "You're Never Too Young" in an unusual two and three-quarter-page ad which will appear in "Photoplay," "Motion Picture," "Modern Screen," "Screen Stories," "Movieland," "Silver Screen," "Filmland," "Screen Stars" and "Hollywood Stars."

•

A striking ad on U-I's "The Shrike" appears in the August issue of "Redbook."

•

Liberace is accorded a five-page story and picture layout in the August issue of "Pageant" magazine with credit to his forthcoming Warner Bros. production, "Sincerely Yours." Article, by James Benjamin, is titled "Music Hath Liberace."

•

"It's Always Fair Weather," the M-G-M musical, is advertised on the table of contents page of the August issue of "McCall's."

•

The cover girl on "Compact's" September issue is Leslie Caron, dancing star of "Daddy Long Legs." Under the title, "Dance With Me, Leslie," in the same issue, is a personality story of the French star which starts on a two-page spread. Photos from all her pictures made in Hollywood illustrate the story. Leslie's next film for M-G-M is "Gaby."

•

A man who has seen 5,592 motion pictures has written an article for the current issue of "Look," listing his own Academy Awards. He is George Raborn, Waco, Texas, sports writer. He said, "I consider a day lost if I don't see at least one movie —my record is seven in one day." Since 1928 Raborn has handed $6,258.48 to motion picture box offices.

•

Diana Lynn, star of "You're Never Too Young," was featured in a full color page ad in the July 31 issue of "American Weekly." The ad advertised Lux Soap.

•

"The Private War of Major Benson," "Love Is a Many Splendored Thing," "You're Never Too Young" and "The Scarlet Coat" are reviewed in the August issue of "American Magazine." The reviews are illustrated by colored photos taken on the sets.

WALTER HAAS

NSS Sales Campaign

(*Continued from page* 1)

promotional aids to increased box office makes it necessary that our men in the field become thoroughly conversant with the advantages to the exhibitor of these ideas," Robbins said. "The purpose of these meetings is to develop in round-table fashion practical methods of selling such exploitation packages to theatres throughout the country.

"I refer particularly to our new Travel-Ad service for top-of-the-car advertising, our special giant promotional standees such as the current two for 'Davy Crockett' and 'Seven Year Itch,' our box office builders like the 'Go To Church' and 'Take Them Out to the Movies' campaigns, and the vast array of special trailers and displays for both conventional and drive-in theatres.

"One of the most important items on the agenda will be the traditional Christmas and New Year displays and trailers, especially the 'Holiday Merchant' greetings which have been a source of extra income to thousands of exhibitors."

First of Meets

First of the meetings will be held on Saturday and Sunday at the Savoy-Plaza in New York. In addition to branch managers and salesmen from Albany, Boston, Buffalo, New York, Philadelphia, Pittsburgh and Washington, the home office will be represented by Robbins' sales assistants, Allan Shevin and Herbert J. Bonn.

On Aug. 13 and 14, the second meeting will be held in Chicago at the Sheraton-Blackstone, for managers and salesmen representing Chicago, Cincinnati, Cleveland, Detroit, Indianapolis, Kansas City, Milwaukee, Minneapolis, St. Louis, Des Moines and Omaha.

Robbins will preside on Aug. 20 and 21 for the Southern and mid-Southern branches at a meeting in New Orleans at the Roosevelt, at which the sales personnel of the exchanges in Atlanta, Charlotte, Dallas, Memphis, New Orleans and Oklahoma City will be present.

The concluding session will be in Los Angeles on Aug. 23 and 24 at the Beverly Hilton, for the Denver, Salt Lake City, San Francisco, Seattle and Los Angeles groups.

U.K. Attendance

(*Continued from page* 1)

the quarter amounted to £18,221,000, of which £11,800,000 represents the exhibitors' share. The total net was 4.3 per cent more than in the corresponding 1954 quarter, and the exhibitors' share was 4.2 per cent higher than a year ago. The reduction in the entertainment tax last year helped the results for the period, too.

The returns on which the Journal's report was based were received from 4,497 theatres, or 99.7 of those known to be operating.

TV Film Talks

(*Continued from page* 1)

for action against television film producers Thursday midnight.

SAG executive secretary John L. Dales said the strike will start on schedule unless an agreement on a new contract is reached before the deadline.

Mexico Bans Import Of Italian Pictures

Special to THE DAILY

MEXICO CITY, Aug. 2.—Import of Italian pictures, which are becoming increasingly popular in Mexico, was banned by the National Cinematographic Board, because, explained its chairman, Congressman Jorge Ferretis, Italy has disregarded a reciprocal exhibition understanding with Mexico which resulted in Mexico having available 40 Italian pictures and Italy only four Mexican films for screening. Twenty-three of the Italian films were exhibited in Mexico during the first half of this year, it was stated.

'Thief' Bow

(*Continued from page* 1)

go to the Woman's Medical College of Pennsylvania.

Grace Kelly and Cary Grant, stars of the Alfred Hitchcock drama in VistaVision and Technicolor, were on hand for the Hollywood-style opening. Philadelphia-born Miss Kelly, who was guest of honor, attended the opening.

The premiere showing was followed by a supper-party at the Drake Hotel here.

Barney Balaban, president of Paramount Pictures, headed a contingent of company executives who came from New York by special train to attend the opening.

Para. Films Play 52 L.A. Theatres

HOLLYWOOD, Aug. 2. — In what is believed to be the widest spread in its local history, Paramount tomorrow will have pictures running in 52 theatres in the Los Angeles area. Pictures are "Strategic Air Command," "You're Never Too Young," "Seven Little Foys," "We're No Angels" and "To Catch a Thief."

"Ghost Town" to Be Released by UA

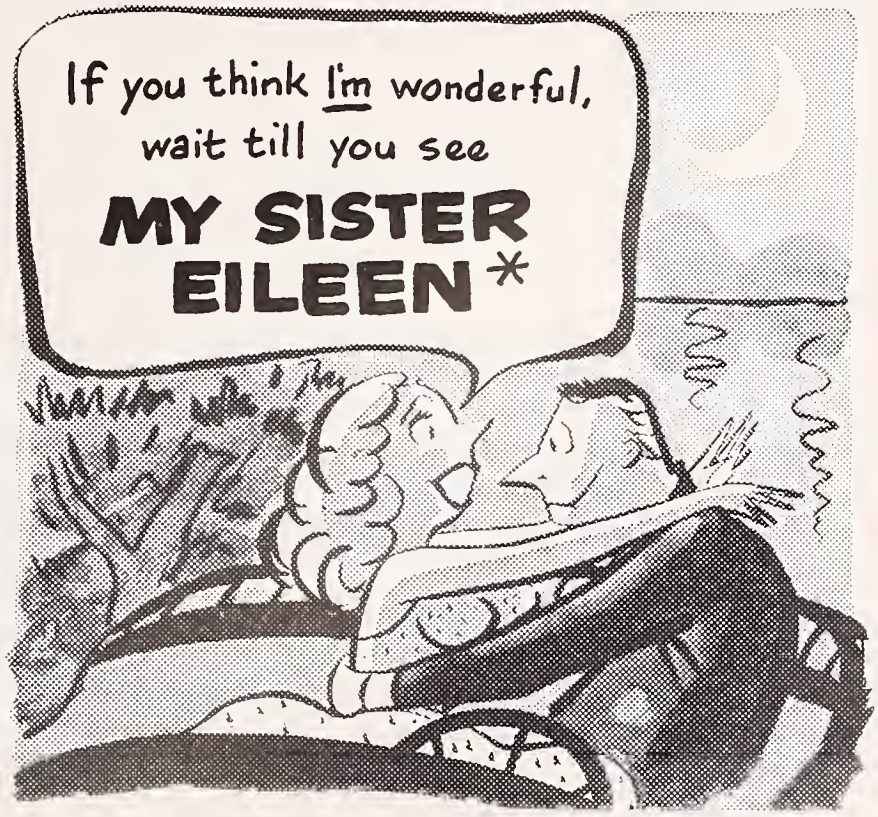
"Ghost Town," an original Western drama by Jameson Brewer, will be produced by Paul Wurtzel and directed by Allen Miner for release by United Artists, it was announced yesterday.

To be filmed under the banner of Sunrise Pictures, "Ghost Town" is scheduled to go before the cameras on Aug. 25 on location at Kanab, Utah.

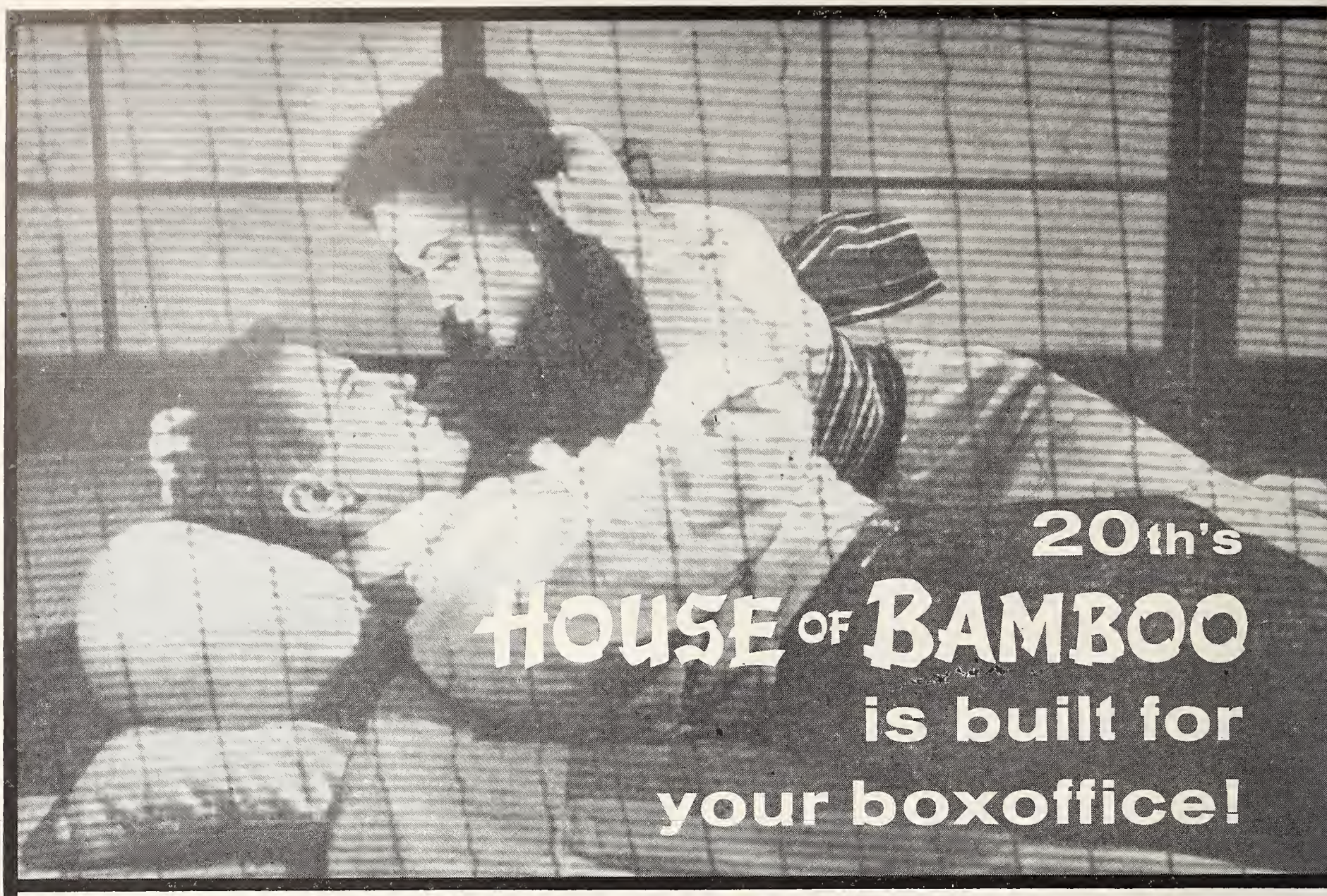
Shift Conn. Drive-In Opening to Aug. 10

HARTFORD, Aug. 2.—Opening of the half-million dollar, 2,070-car capacity Meadows Drive-In, tentatively slated for Friday, has been shifted to Aug. 10.

The world's largest outdoor theatre, the project is being built by A. J. (Jack) Bronstein and associates of Hartford, drive-in developers, for the Smith Management Co.



✳ EVERYBODY AND HIS MOTHER wants to see MY SISTER EILEEN, a Columbia picture, starring Janet Leigh, Jack Lemmon and Betty Garrett. The freshest, funniest Technicolor musical that ever went singing across the Cinemascope screen!



SO EXPLOSIVE Tokyo couldn't hide it...Washington couldn't hold it back! Authentically filmed where it happened with the cooperation of the U.S. Army Far East, the Japanese Government and the Tokyo Metropolitan Police!

SO DIFFERENT as it dares to reveal the gripping love story of an American soldier and a forbidden Kimono Girl...who helped crack the terror of renegade ex-GIs in the Tokyo underworld that rivals the old "Chicago" days!

SO STARTLING in scenic beauty as CinemaScope plunges you into the exotic heart of Japan to surpass the thrill-filled sights of Rome in "Three Coins in the Fountain" and the exciting vistas of Hong Kong in "Soldier of Fortune"!

20th Century-Fox presents A CINEMASCOPE Picture
HOUSE OF BAMBOO starring ROBERT RYAN · ROBERT STACK
SHIRLEY YAMAGUCHI · CAMERON MITCHELL with Sessue Hayakawa
Sandro Giglio · Produced by BUDDY ADLER · Directed and Additional
Dialogue by SAMUEL FULLER · Written by HARRY KLEINER · COLOR by DE LUXE



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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 24 NEW YORK, U. S. A., THURSDAY, AUGUST 4, 1955 TEN CENTS

Silent on Details

Mayer Hints Active Return To Industry

Would Neither Confirm Nor Deny Bid for Loew's

By LESTER DINOFF

A possible active reentry into the motion picture industry was indicated here yesterday by Louis B. Mayer, who returned to this country aboard the "United States," after a two-and-a-half-month tour of Europe, with his wife.



Louis Mayer

Mayer, who visited France, Italy, Denmark and England, would neither "deny nor confirm" reports that he and Hope Hampton and a Wall Street syndicate were seeking to gain control of Loew's, Inc.

The production executive, however, revealed that he "will shortly meet

(*Continued on page 6*)

Theatre Pledges to Rogers Hospital Near 5,000 Mark

S. H. Fabian, national chairman of the one day-week audience collection to benefit the Will Rogers Memorial Hospital and Research Laboratories, announced yesterday that "we are rapidly approaching a total of 5,000 theatres pledged to conduct an audience collection during the week of Aug. 15.



Si Fabian

"This unprecedented response on the part of exhibitors confirms our belief that our Industry seriously recognizes its responsibility to the Will Rogers Memorial Hospi-

(*Continued on page 6*)

Similar to Previous Formula

Text of Arbitration Draft Now Completed; Copies to Committee

The initial draft of a system of arbitration for the industry has been completed and copies now are in the hands of the joint exhibition-distribution arbitration committee. Mimeographed copies, containing approximately 45 pages, were reported to have been ready for release to the press on Monday, but the drafting committee ordered that they be held up. No reason was given for the instruction.

The new draft, it was reported yesterday, is "very similar" to the document prepared in 1952. The drafting committee, headed by TOA's Herman Levy and Universal's Adolph Schimel, started to work on the project in May, 1954, and was instructed to have a draft ready for submission to the full committee within 60 days. However, it took approximately 60 weeks for the job to be completed.

It is reported that the new proposals set up conditions by which complaints may be made on clearance and runs, but there is no reference to the arbitration of film rentals. Another point stresses the conditioning of the sale of one picture on the sale of another, an arbitrable subject provided

(*Continued on page 6*)

NT Earns $1,768,490

From THE DAILY Bureau

HOLLYWOOD, Aug. 3.—Consolidated net income of National Theatres, Inc., in 39 weeks ended June 25 amounted to $1,768,490, or 64 cents per share on stock outstanding, after all charges, president Elmer Rhoden reported to stockholders. The figure corresponds to $1,884,636, or 68 cents per share, for the corresponding period in the previous year.

Rhoden said earnings for the period included a net profit of $180,000 on

(*Continued on page 3*)

TOA and TESMA Meeting Next Week

Top officials of Theatre Owners of America will meet here next Wednesday with Fred Mathews, president of Theatre Equipment Supply Manufacturers Association, and Merlin Lewis, TESMA executive secretary, to set preliminary plans for the 1956 TOA-TESMA convention and trade show to be held at the New York City Colosseum, Sept. 19 to 26.

It is also expected that the TOA leaders, Walter Reade, Jr., Albert M.

(*Continued on page 7*)

Elect Bergher V-P Of Columbia Int'l

Following a meeting of the board of directors of Columbia Pictures International Corp. yesterday, Lacey W. Kastner, president, announced the election of Michael Bergher, Far Eastern supervisor, as one of the company's vice-presidents.

Bergher started with Columbia in 1934 as manager in Japan and in 1941 transferred to Puerto Rico as manager. Since 1951 he has been Far Eastern supervisor.

Deadline Midnight Tonight

2 Telefilm Producers Sign SAG Pact; Strike Still Set Vs. AMPP; ATFP

HOLLYWOOD, Aug. 3.—Two telefilm producers, neither of them affiliated with Association of Motion Picture Producers or the Association of Television Film Producers, today signed unilateral contracts with the Screen Actors Guild which will exempt them from strike action scheduled for tomorrow midnight.

Although terms agreed to by today's signers — Quintet Productions and Charles E. Skinner Productions — do not fully comply with SAG demands in all particulars, they do include repayment to actors on second-run, which has been refused by all other producers and which was the principal cause of the breakdown in negotiations July 13.

While it is admitted that other independents unaffiliated with AMPP or ATFP have indicated intent to follow Quintet and Skinner examples, SAG tonight had no group negotiations scheduled and said the strike will take place on the deadline even if either

(*Continued on page 7*)

Plan Ready Soon

Atlas Still Trying to Buy RKO Parent

Directors of Inactive Company Are Reelected

Special to THE DAILY

DOVER, Del., Aug. 3.—Floyd Odlum's Atlas Corp. still is interested in acquiring RKO Pictures Corp., the presently inactive, former parent company of RKO Radio Pictures, and is working on a reorganization plan which would put the company into some new business venture, stockholders of RKO Pictures were told at their meeting here today.



Floyd Odlum

Atlas Corp., it was added, hopes to be able to submit a proposal for the consideration of RKO Pictures' directors and stockholders in the near future.

The meeting reelected the com-

(*Continued on page 6*)

N.E. Allied Opposes COMPO Dues Drive

Independent Exhibitors, Inc., New England unit of Allied States, is the latest Allied regional to take a stand in opposition to the current dues drive by the Council of Motion Picture Organizations to replenish its treasury for the first time since it won a reduction of the Federal admission tax two years ago.

COMPO now needs funds with which

(*Continued on page 2*)

Mass. Sunday Fee Bill Meets Delay

BOSTON, Aug. 3.—A bill backed by Otis M. Whitney, Commissioner of Public Safety, which asks for restoration of the $2 license fee payable to his department for Sunday public entertainment, has gone by the deadline for the filing of a report and is referred to the next annual session.

(*Continued on page 7*)

PERSONAL MENTION

AL LICHTMAN, 20th Century-Fox director of distribution, will return to New York from Hollywood this evening.

•

FRANK ROSA, JR., director of the television and motion picture unit of the City of New York, and his wife, are honeymooing aboard the "Cristoforo Colombo" en route to Naples.

•

ROBERT COYNE, Council of Motion Picture Organizations special counsel, returned to New York yesterday from the Coast.

•

HOWARD STRICKLING, head of M-G-M's studio publicity department, will arrive here on Aug. 22 from the Coast, accompanied by his wife.

•

CLARA FRIEDMAN, secretary to ROBERT SHERMAN at RKO Theatres here, left New York yesterday for a European vacation.

•

LOU BROWN, director of advertising and publicity for Loew's Poli-New England Theatres, has returned to Hartford from the West Coast.

•

NATALIE BLANK, secretary to SOL SCHREIBER at M-G-M, will be married on Saturday to HY HOFFMAN.

•

BILLY WILDER, producer-director, returned to Los Angeles from New York yesterday via TWA.

•

NAT WEISS, 20th Century-Fox press book editor, has returned here from a vacation.

•

NORMAN MORAY, Warner Brothers short subjects sales manager, left Hollywood yesterday for New York.

•

DIANA LYNN, actress, will leave New York tomorrow for Hollywood.

•

LELAND HAYWARD, producer, left New York for Los Angeles yesterday.

•

NOEL WILLMAN, English actor, has arrived in Hollywood from London.

Title Change

HOLLYWOOD, Aug. 3. — "The Steel Jungle" is announced by Warner Brothers as the final title for the prison background picture filmed under the working title "I Died A Thousand Times."

'Love' Engagements

Fifty-seven first domestic and Canadian engagements on "Love Is a Many Splendored Thing," in CinemaScope, have been set for the period Aug. 15-31 by 20th Century-Fox, it was announced here yesterday.

Safety Campaign

FALLS RIVER, Mass., Aug. 3.—The Westport Drive-in Theatre, managed by Ray Allard, has launched a successful summer drive-in theatre safety lecture series for children.

King Baudouin of Belgium to Confer Order of Leopold on Adolph Zukor

From THE DAILY Bureau

WASHINGTON, Aug. 3. — The Belgian Embassy here today announced that His Majesty, King Baudouin of the Belgians, will confer upon Adolph Zukor, chairman of the board of Paramount Pictures, the decoration of Chevalier of the Order of Leopold.



Adolph Zukor

This distinction is being awarded to Zukor "in recognition of the services he has rendered to international understanding and the high quality of the motion picture productions of his company," it was announced in a statement issued by the Belgium Embassy here which received word from Brussels.

The insignia will be handed to Zukor by His Excellency Baron Silvercruys, the Belgian Ambassador to the United States, during the ceremony which will be held at the Belgian Consulate-General in New York on Monday, it was announced.

At Albany Meeting

Exhibitors Urged to Contribute To Compo Dues Collection Drive

Special to THE DAILY

ALBANY, Aug. 3.—Every exhibitor should contribute to COMPO, "which alone got the reduction in the Federal admission tax and kept a lot of us in business." This was the message which Harry Lamont, area co-chairman, delivered to film salesmen at a meeting held in the 20th Century-Fox for the purpose of getting the collection drive under way.

Introduced by distributor chairman Raymond Smith, Warner Bros. manager, Lamont added that if it had not been for the levy slice "a lot more theatres would have gone out of business." The reduction "took some of the pressure off you," he commented to the salesmen.

Smith, who also praised COMPO's achievement in having the admission tax halved and who pointed out that the organization was working for complete elimination of the impost, spoke of the great value the industry would derive from the COMPO Audience Awards poll. This and other activities of the organization cost money, he stated. COMPO special counsel Robert W. Coyne's "fine talk" here recently on the poll plan was mentioned by Smith. At that time, Coyne indicated a dues-collection campaign would be conducted during August.

Reports on Exchange

In 1953, distributor chairman Smith reported, the Albany exchange area—under the direction of Jack Goldberg, Metro manager—collected $1,732 for COMPO dues. The "quota potential" this year is $5,230. If 80 per cent of this amount—or $4,184—were raised, Smith would be well satisfied.

Commending the fine cooperation given two years ago by "the independents and the drive-ins," Smith pleaded for its repetition. He also indicated hope that circuit contributions would be larger in 1955. One, Kallet Theatres, of Oneida, has already paid its dues, Smith revealed.

Salesmen, who attended the meeting with branch managers (assigned to contact the chains), reported that many exhibitors asserted they had received no material on the drive.

Circuit Officials to See 'Guys and Dolls'

From THE DAILY Bureau

HOLLYWOOD, Aug. 3.—A private advance screening of the rough cut of Samuel Goldwyn's "Guys and Dolls" will be given tomorrow for a New York contingent composed of Joseph Vogel, president of Loew's Theatres, Harry Kalmine, vice-president of Stanley Warner, Sol Schwartz, president of RKO Theatres, Charles Moss, head of the Moss Circuit and M-G-M home office executives who are here for general studio conferences.

The Chicago contingent consists of Dave Wallerstein, vice-president of Balaban and Katz and circuit executive Eddie Silverman. Local circuit executives also attending will be Eddie Zabel, Ben Wallerstein, Jerry Zigmond, Roy and Marco Wolff.

Music Hall Books Metro's 'Trial'

HOLLYWOOD, Aug. 3.—The Radio City Music Hall, the nation's premiere showcase, has booked M-G-M's "Trial," company sales executives were informed by Charles M. Reagan, vice-president in charge of distribution, at the opening session of their sales conference on new product at the Culver City studio today.

The booking is regarded in trade sources as something of a departure for the Music Hall which rarely has played pictures based on controversial sociological themes. "Trial," which was given a Page One review in MOTION PICTURE DAILY yesterday, is the story of a Mexican youth and Communist machinations.

For Cine-Miracle

NT Talks With de Rochemont On Production

From THE DAILY Bureau

HOLLYWOOD, Aug. 3.—National Theatres president Elmer Rhoden today verified reports that he expects to sign a deal with Louis de Rochemont to produce pictures in the Cine-Miracle system.

The report quoted de Rochemont as saying that he would sign a contract with Rhoden in New York on Aug. 11.

Rhoden in his comments said that "satisfactory negotiations" with de Rochemont have been made, which he expects to culminate in a contract agreement, but preparations toward the deal probably will take longer than the indicated interval.

N.E. Opposes

(*Continued from page* 1)

to conduct the Audience Awards poll and to finance another possible campaign for complete elimination of the ticket tax. The drive for membership dues from theatres, to be matched by distributors' contributions, is now on.

The New England organization, like Allied of Indiana, I. T. O. of Ohio and Eastern Pennsylvania Allied, has notified its members that the dues drive has not been approved by national Allied and advised them not to cooperate.

The opposition of the Allied units to the COMPO dues drive stems primarily from COMPO's inability to join in and, in particular, to finance exhibitor opposition to subscription television last spring, which necessitated special contributions by exhibitors to an anti-toll TV war chest then.

COMPO was prevented from entering the toll TV fight because of a bylaw—insisted upon by exhibitors—which requires the unanimous approval of its membership in order to undertake a public activity of the kind. The COMPO membership is not unanimously opposed to toll TV.

UA Sets 4 Films For Distribution

United Artists will release four top pictures and motion pictures of the Rocky Marciano-Archie Moore heavyweight championship fight, during August and September, it was announced yesterday by William J. Heineman, UA vice-president in charge of distribution.

The four films are Hecht-Lancaster's "The Kentuckian," Edward Small's "The Naked Street," Paul Gregory's "The Night of the Hunter" and Bel-Air Production, in SuperScope, of "Desert Sands."

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second-class matter Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10¢.

Fitzgibbons Presides

FPC Opens 2-Day Meeting In Toronto

TORONTO, Aug. 3. — Considered one of the most important staff meetings in the 35-year history of the country's largest chain was the Eastern regional conference of Famous Players Canadian Corp. with a two-day roundtable agenda for managers, associates and partners which opened today at the King Edward Hotel here, in the presence of president J. J. Fitzgibbons who had come from his home at Arcadia, Calif., to give leadership to discussions on new problems involving the challenge of changing conditions.

Simons to Attend

Prominent on the program for the second day is the schedule appearance of a New York expert on the relationship between public and theatre, Michael L. Simons, M-G-M sales promotion manager. The sessions are being held strictly on a private basis, emphasizing the determination to dig in for the new season with freshened procedure, backed by the success of new technical processes and the assurance of top product.

Discussion Leaders

Discussion leaders include vice-president R. W. Bolstad, whose care is finances; Morris Stein, Eastern division manager; Ben Geldsaler, head-office booking manager; John J. Fitzgibbons, Jr., confectionery; James R. Nairn, advertising and publicity; Jules Wolfe, purchasing, engineering and maintenance, and district managers Jim McDonough, Halifax; Ray Tubman, Ottawa; Eugene Fitzgibbons, Windsor; W. K. Trudell, London; Lloyd Taylor, Hamilton, Dan Krendel and Mort Margolius, Toronto.

The second conference of the series is scheduled for Aug. 8-9 at Hamilton, Ont.

de Rochemont Plans Film on Bach's Life

The producers of "Martin Luther" have been commissioned by the Lutheran churches of the United States to prepare a film treatment of the life of Johann Sebastian Bach. Louis de Rochemont Associates, New York, is now researching the project and preparing initial script outlines, according to Robert E. A. Lee, executive secretary for Lutheran Church Productions, Inc., the agency which sponsored the film on the Reformation leader.

Lothar Wolff, executive producer and co-author of the screenplay for "Martin Luther," will supervise the project, Lee explained. It is the first assignment for Wolff since his recent return from a two-year assignment in Indonesia where he was film production advisor to the government of Indonesia.

'Thief' Sets New Mark

Paramount's "To Catch a Thief" which opened at the Trans-Lux Theatre in Philadelphia yesterday, set a new opening day record for the 493-seat house by grossing a big $3,000, the film company announced.

Review

"I Am a Camera"

(Distributors Corp. of America—Romulus Films) *Hollywood, Aug. 3*

THIS is a direct picturization by Romulus Films of a stage play by John Van Druten that was publicized as hot stuff and ran up a Broadway and road record of substantial proportions. The play was not written for the screen's family audience, and neither is the virtually verbatim screenplay extracted from it by John Collier. On the contrary, the picture corresponds more closely to the low-toned imports circulated among the art-houses than to standard American commercial entertainment product, with the complicating difference that its players include such marketable names as Julie Harris, Shelly Winters, Laurence Harvey and Ron Randell. No one should permit this wealth of name-appeal to mislead him into believing, sight unseen, that "I Am a Camera" is just a regular sort of picture with a trick title, for in this instance "the play's the thing" beyond even Shakespeare's dictum and general audiences are not likely to judge it as suitable to their requirements.

The play and the screenplay are derived from a series of stories written by Christopher Isherwood, having to do with experiences with a promiscuous young woman the leading man meets first in pre-war Berlin and last in post-war Paris. Miss Harris plays the young woman, whom Harvey, a struggling writer, shares his apartment with one night when her then paramour, after promising to take her to Paris and into films, departs with her money. This sharing of dwelling goes on a good while, without sharing of bed, and during a friendly celebration of a momentary improvement of finances Miss Harris strikes up a profitable association with a big spender (Randell) whose purse provides, while his interest in her lasts, for both of them. When his ardor cools and he deserts her by telegram, supplying at the same time the name and address of a film-producer in Paris who'll be glad to take her over, she informs Harvey that she's going to have a child by Randell and he offers to marry her. At this juncture the landlady suggests abortion as a solution of the situation, and the two of them agree to that course of action, but the girl changes her mind before arriving at the designated site of the act and buys a supply of baby requisites instead. Then she discovers, after dialogue having to do with the fallibility of her mathematics, that she isn't going to have the baby, after all, and is therefore free and eager to fly off to the film-producer to whom her recent lover has recommended her. (The picture closes with the writer, now successful, meeting her again ten years later, unchanged in all visible respects and again in need of shelter, which he again provides.)

Shelly Winters and Anton Diffring play out a secondary and far more wholesome story line as friends of the central pair.

The dialogue, several lines of which have been liberally quoted in newspapers and magazines, is generously described in such quotings as "racy." Henry Cornelius directed the picture competently but without distinction.

The picture did not have a Production Code seal at the time of the trade screening and none had been issued up to press time.

Running time, 90 minutes. Adult audience classification.

WILLIAM R. WEAVER

New Book Tie-up For 'Night of Hunter'

United Artists will invest $210,000 in a promotional program for Paul Gregory's production of "The Night of the Hunter" which will be spearheaded by a book co-op calling for mass attention at more than 100,000 outlets throughout the country, it was announced yesterday by UA.

Dell Publishing Co.'s new 35-cent edition of the suspense novel will be put on display in drug stores, newsstands, book stores and department stores in every exchange area.

The film edition of the book will have a special jacket. Dell has provided its dealers with tie-in posters, counter cards, window streamers and flash cards. The American News Co. and the Independent Magazine Wholesaler will provide 30 x 40 banners.

NT Earns

(Continued from page 1)

the disposition of theatres required to be divested, closed theatres and real estate transactions.

Stockholders also were told NT has acquired exclusive rights to Smith-Dietrich patents relating to the electronic-lens system of photography to be known as Cinemiracle and is planning production of pictures in that process after applying for modification of the consent decree.

$500,000 Promotion For 'Seven Cities'

"Seven Cities of Gold" in CinemaScope, the story of Father Junipero Serra and the founding of the missions in California, will be pre-sold by 20th Century-Fox in a national promotional campaign budgeted at $500,000, it was announced yesterday.

The advertising, publicity and exploitation campaign on the September attraction was arrived at in conferences held at the studio this week between president Spyros P. Skouras, production head Darryl F. Zanuck and director of distribution Al Lichtman in consultation with vice-president Charles Einfeld in New York.

Introduction of the film produced by Robert D. Webb and Barbara McLean—the first husband-and-wife production team in Hollywood history—will be preceded by a program of ticket selling activities utilizing newspapers, television and radio, Sunday supplements and other major avenues of contact with the public, it was announced.

Fox's 'Thing' to Roxy

"Love Is a Many-Splendored Thing," 20th Century-Fox's CinemaScope production of Han Suyin's novel, will have its simultaneous world premiere at the Roxy Theatre here on Aug. 18, coincident with the opening of the picture in Singapore.

Youngstein Here On New Film Deals

Substantial progress in advancing new production deals for United Artists was reported yesterday by Max E. Youngstein, vice-president, on his arrival here from the Coast for home office conferences.



Max Youngstein

Youngstein said a number of important production deals, on which he will report to the home office are in advanced stages of negotiation and will be ready for announcement soon.

He is scheduled to leave for the Coast over the weekend or early next week, and will return to New York in about three weeks.

Submit 'Big Knife' To Venice Festival

Robert Aldrich's production of "The Big Knife" has been submitted by the Society of Independent Motion Picture Producers as the United States independent producers' entry in the 1955 Venice International Film Festival, it was announced yesterday by United Artists.

The selection of "The Big Knife" by SIMPP is in addition to the Motion Picture Export Association's entries, UA's "The Kentuckian" and Paramount's "To Catch a Thief." The Venice film meet is scheduled to begin on Aug. 25.

Dorfman Heads B.V. Exploitation Dept.

Robert Dorfman has been promoted to the post of exploitation manager of Buena Vista Film Distribution Co. by Albert Margolies, director of publicity and advertising.

For the past seven years, Dorfman has been a member of the publicity and advertising department of Walt Disney Productions.

Thomas Shea Dies

ALBANY, Aug. 3.—A Requiem High Mass was celebrated today in the Church of St. Catherine of Siena for Thomas A. Shea, husband of Mrs. Katherine M. Shea, long-time manager's secretary in the Metro branch office and himself former bookkeeper for the late Christopher Buckley, Albany theatre owner. Shea died Sunday in St. Peter's Hospital after a prolonged illness. Survivors are his wife, a daughter, two grandchildren, two brothers and two sisters.

Dismiss Plagiarism Suit

Federal Judge Edmund Palmieri dismissed in Federal Court here yesterday a plagiarism suit brought against Paramount Pictures by Edna Buckler, who claimed a similiarity between the film company's production of "Sunset Boulevard" and her novel, "Fifth Freedom."

THE SKY-HIGH SEND-OFF WEDNESDAY!



WARNER BROS.' WORLD PREMIERE AT THE FOX THEATRE IN SAN FRANCISCO!

Frisco's big salute gets it in the air! Parades! Air Corps Bands! Top names in the Air Force! Top stars and celebrities! And the same night to top it all— a spectacular full hour-and-a-half nation-wide telecast on Steve Allen's 'Tonight' Show over NBC-TV!

ALAN LA

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WARNERCOL

ALSO STARRING

JAMES WHITMORE • Screen Play by TED SHERD

THE GIRL WITH THE LAUGHING EYES AND THE GUY WHO WROTE HISTORY IN THE SKIES.

To the roar of the Sabre-Jets, the true and tender story of Capt. Joe McConnell, the 'Sky-Tiger' who became America's first Triple Jet Ace — and of 'Butch,' the beautiful bundle of courage who became his wife.



ONLY ITSELF COULD TE IT REAL—



ONLY WARNER BROS., MAKERS OF 'BATTLE CRY', COULD MAKE IT SO THRILLING!

D JUNE ALLYSON

ONNELL STORY"

INEMASCOPE • STEREOPHONIC SOUND

SAM ROLFE • Music by Max Steiner • Produced by HENRY BLANKE • Directed by GORDON DOUGLAS

Mayer Says

(*Continued from page* 1)

with some associates-conferes in his Waldorf-Astoria Hotel suite." Mayer did not disclose what was to be discussed nor with whom. He did state, however, that he would pay a visit to the Rivoli Theatre here, the Broadway house which he leased to Skouras Theatres for conversion to Todd-AO for the exhibition of "Oklahoma." "I want to see how the theatre now looks," Mayer stated.

Syndicate Report

The former M-G-M production head has been reported to be involved with Miss Hampton and others in connection with a syndicate aiming to acquire control of Loew's. It has been reported that Miss Hampton is committed for at least $5,000,000 toward the syndicate which is said to be seeking control of the company.

In reply to a question concerning his feelings about the Allied States Association's move for governmental regulation, Mayer said: "I have been disassociated with the industry for some time now and have not followed its happenings. However, I cannot see how the U. S. government will help motion pictures; how could it regulate film prices, production and other facets in turn? I am not for this at all."

Rogers Hospital

(*Continued from page* 1)

tal and Research Laboratories. This hospital is unique in that it is the only industry-sponsored hospital of its kind in the world. Its reputation for successful healing of tuberculosis is world-wide.

"We know that with more than 5,000 theatres showing the Cary Grant trailer, and in many instances conducting audience collections for a period of a full week, the monies raised will greatly aid the hospital in continuing and advancing its healing and research programs.

"Early reports from the Pittsburgh area, where they have already run the trailer, and have held advance audience collections, are most encouraging. Every indication is that the public is responding whole heartedly to our appeal."

Fabian expressed the thanks of the committee and the hospital's board of directors to all who are making this campaign possible, and he particularly cited the contributions of material and service made by National Screen Service, Inc.; W. J. German, Inc.; DeLuxe, and Consolidated Film Laboratories, and the national distributors committee.

'Thief' at Paramount

Paramount's "To Catch a Thief" opens today at the Paramount Theatre here.



HOLLYWOOD . . *on the march*

BY SAMUEL D. BERNS

Hollywood, Aug. 3

EARL LYON and Richard Bartlett are making their fourth feature, "Two Gun Lady," starring Peggy Castle and Marie Windsor, without a release.

☆ ☆ ☆

Janet Leigh is in England on the first leg of her co-starring junket to Africa opposite Victor Mature in Warwick's "Safari." She'll rejoin hubby Tony Curtis in Paris where he's due to arrive for Hecht-Lancaster's "Trapeze."

☆ ☆ ☆

"Trapeze" already shows promise of being an exciting film, not only for director Sir Carol Reed's identity with the project, but the latest casting addition of that fiery latin Katy Jurado to the Burt Lancaster-Gina Lollobrigida-Tony Curtis circus story.

☆ ☆ ☆

The life story of Georges Carpentier, France's heavyweight idol, who fought Dempsey a few decades ago, is being considered by a major producer with Jess Barker as a natural for the title role.

☆ ☆ ☆

Budd Boetticher climbs out of the bull ring to direct the Bobs Jacks and Goldstein's Crown Production "The Killer Is Loose" for UA. Joe Cotten, Rhonda Fleming and Wendell Corey will be up on the marquee for this one.

☆ ☆ ☆

Consolidated can now project 35mm film in addition to 16mm over closed circuit TV facilities at the lab for producers, editors and cameraman to check the quality of release prints before actual transmission.

☆ ☆ ☆

Marty Weiser has a special radio transcription campaign set to plug Filmakers' "Bold and the Brave" with Danny Welton's harmonica featuring the film's theme song, written by Mickey Rooney and Ross Bagdassarian.

☆ ☆ ☆

"The Proud and Profane" company with Bill Holden, Deborah Kerr, Thelma Ritter, the Seatons and the Perlbergs ran into sweltering location problems on St. Thomas Island off San Juan with the worst heat and water shortage in 50 years bringing the natives together to pray for rain.

☆ ☆ ☆

The Victory Ball for St. John's Hospital benefit will mark the first big pre-opening event of the Beverly Hilton Hotel, with the price tag set at $250 per couple to watch George Gobel m.c. the show.

☆ ☆ ☆

Fifty grand will be spent by the Robert Aldrich company to modernize a new building just taken over at 414 North Larchmont Blvd. Provisions are being made for a projection room, cutting rooms and offices for the production staff.

☆ ☆ ☆

Mario Lanza isn't kidding with his career these days. Ray Heindorf is still marvelling at a two-and-a-half hour pre-recording session at Warners' for "Serenade" where Lanza won the title "One Take Lanza." He's already recorded 12 selections for the film with only one take. . . . And the music staff is echoing the fact that he's never been in better voice.

☆ ☆ ☆

M-G-M is looking for a native actress to play the geisha girl, Lotus Blossom, in "The Teahouse of the August Moon." How about Miss Japan who "figured" so prominently in the Miss Universe contest, if Universal hasn't already tied her to a contract?

☆ ☆ ☆

Susan Hayward will have a new career cut out for herself with her own singing voice when "I'll Cry Tomorrow" hits the screens.

☆ ☆ ☆

Jack Atlas, who used to carry the weight of Frank Whitbeck's trailer department at M-G-M on his shoulders, has been made an associate producer for the company's forthcoming weekly TV program.

☆ ☆ ☆

After 14 years as a publicist for Pine-Thomas, A. C. Lyles moves into the production ranks as assistant to producer-director Edward Dmytryk on "The Mountain" at Paramount.

☆ ☆ ☆

Robert Dix, son of the late Richard Dix, has an important role in Lillian Roth's "I'll Cry Tomorrow," starring Susan Hayward.

Atlas Still

(*Continued from page* 1)

pany's seven directors. They are: Howard R. Hughes, Noah Dietrich, J. Miller Walker, William H. Clark, Garrett Van Wagner, A. Dee Simpson and Edward L. Walton. J. R. Grainger, former president and director, was not up for reelection.

RKO Pictures Corp. has been inactive since Hughes purchased its assets, all centered in the RKO Radio operating company, for $23,000,000 in March, 1954. Hughes subsequently offered $6 per share for the outstanding stock of the parent company. He now holds about 1,500,000 shares, while Atlas holds about 1,250,000 shares, and approximately 500,000 shares are publicly held.

Assets Are Cash

The company's only assets are about $17,000,000 in cash in its treasury and a tax loss carryover estimated at more than $20,000,000. Atlas's main interest in acquiring the inactive company has been to take advantage of the tax loss credit, which it could do by setting up a new company. It has negotiated with Hughes to that end, without success thus far, for more than a year.

Hughes, of course, sold the active RKO Radio Pictures company to the General Tire & Rubber Co. of Akron, O., recently for $25,000,000 cash.

Launch Hospital Drive Upstate

Special to THE DAILY

ALBANY, Aug. 3.—Timing the collections for the Will Rogers Memorial Hospital drive with the expected large audiences for "Mister Roberts," the Stanley Warner management obtained maximum results at the Strand. This was reported at a meeting of branch managers and salesmen in the 20th Century-Fox studio.

The opening day's take-up was said to be approximately $135 in the 1,920-seat theatre. Donations the following days were also described as excellent.

The Stanley, in Utica, which likewise screened "Mister Roberts," was said to be following the same schedule. The Troy in Troy planned to do the same during the engagement of the Warner release. Both are S.W. houses.

Ray Smith, Warner branch and distributor chairman for the Will Rogers Hospital campaign, urged salesmen to accelerate the forwarding of pledge cards. Only about 90 theatres, 10 of them drive-ins, had so far done so, Smith stated. Salesmen reported that many additional pledge participations had been sent to New York, but apparently notification had not yet been received here.

Arbitration

(*Continued from page* 1)

an exhibitor file a complaint within 10 days. It is understood that cases will be heard by three panelists in key cities, one of the panelists being neutral and selected by the panelists representing the exhibitor and the distributor.

There was no indication yesterday as to when the draft would be made public.

PEOPLE

Sid Sommer, manager of the Troy in Troy, N. Y., has left for Canada on vacation and **Al la Flamme,** manager of the Strand in Albany, has headed for Ocean Park, Me. So, **Bob Martin,** assistant manager, is temporarily directing the Troy, while **Earle Rooney,** assistant manager, is doing likewise at the Strand.

¤

Edward C. Tudor of Industrial Development Engineering Associates, Inc., has been appointed chairman of the RETMA credit committee for the coming fiscal year. **Jack Krutek** of Drake Manufacturing was reappointed vice-chairman of the committee and **T. B. Judge** of International Resistance Co. was reappointed Eastern vice-chairman. **J. H. Craft, Jr.,** of Stromberg-Carlson, has been named chairman of the service committee, succeeding **H. J. Schulman** of CBS-Columbia.

¤

Elli Sillman, personal manager for **Hildegarde Neff,** has taken over German representation for the Paul Kohner Agency of Hollywood. Before leaving New York for Europe, **Miss Sillman** also negotiated a Warner Bros. contract for the Italian actress, **Rossana Rory.**

¤

Gertrude Bayne, formerly a partner in the publicity firm of Bayne & Zussman, has announced the formation of a new company, Gertrude Bayne Associates, here. **Miss Bayne** has been associated with motion picture, theatrical and industrial public relations for the past 12 years.

¤

Gloria Stroock and **Geraldine Brooks,** daughters of **James Stroock,** president of Brooks Costume Co.; will not have to step out of character to appear as sisters in "Picnic" at the Clinton Playhouse, Clinton, Conn. This is the first time the two sisters have appeared on a stage together. However they have appeared together on Television shows.

TOA-TESMA Meet

(*Continued from page* 1)

Pickus, Alfred Starr and E. D. Martin, possibly, will discuss before or after the talks with the TESMA officials an agenda for the 1955 TOA convention in Los Angeles and may map a course of action for future meetings with distribution sales executives.

The Aug. 10 meeting, called by Reade, is expected to take place at TOA headquarters here.

Reade stated here last week that the TOA delegation to what formerly was the joint exhibition committee may shortly meet to discuss the prospects of future meetings with distribution companies sales heads. While TOA declares that next week's meeting has been solely called just to discuss the 1956 convention and trade show, it is not improbable that trade practices will also be talked about, according to reports.

Review

"Air Strike"

(*Lippert*)

ALTHOUGH the cast, headed by Richard Denning and Gloria Jean, work hard and strive valiantly to make the story convincing, it's an uphill climb. "Air Strike" is a story about a jet fighter attack squadron. It is loaded with cliche dialogue and, when all is said and done, there isn't much melodramatic suspense around.

Cy Roth, doubling as director and scriptwriter, has unfortunately relied too greatly upon the element of stock footage and personal magnetism, if any, of his leading players to bring his flimsy plot to home port.

Denning, who's had better roles, plays a Navy commander whose objective is to weld together a jet fighter attack squadron aboard the U. S. Carrier Essex. The situation reaches the anticipated anti-climactic stage when a pilot (Don Haggerty) gets lost in a dense fog with all his instruments out.

There may be a moment or two of nostalgia for the young-in-heart among patrons, however, when they happen to spot such veterans of the memorable "Dead End" Kids days as Stanley Clements and William (he was Billy then) Halop in the supporting cast.

Gloria Jean, billed as co-star, gets little more than a single scene for her footage. This is the girl, it may be recalled, who was considered the successor to Deanna Durbin of the U-I lot in the old days.

Running time, 67 minutes. General classification.

Buena Vista to Hold First Convention

The first sales convention of Buena Vista Film Distribution Co., will be held in California starting Oct. 24, it was announced by Leo F. Samuels, president and general sales manager of the company. The conferences will continue for a week, and the principal business sessions will be held at the Walt Disney Studios in Burbank.

Buena Vista was formed November, 1953, and has established 22 branch offices covering the country, with plans under way to open more.

Mass. Bill

(*Continued from page* 1)

However, it is expected that the mercantile affairs committee will file a substitute bill tomorrow which the committee feels is less vulnerable from a constitutional standpoint.

Frank Lydon, executive secretary of Allied Theatres of New England, is vigorously opposing the new bill on the grounds that it is as equally unconstitutional as was Section 4 of the General Laws, which was recently invalidated by the decision of the Massachusetts Supreme Judicial Court. Section 4 has cost theatre owners from $30,000 to $35,000 a year, plus an additional $150,000 from owners of juke boxes, radios, television and outdoor amusement parks for public entertainment on Sundays.

SAG Signs

(*Continued from page* 1)

association or both were to reopen negotiations tomorrow.

Contracts signed by Quintet and Skinner are for two new half-hour series, consisting 39 and 52 films respectively, scheduled for first showing this fall. Terms provide for paying actors 75 percent of their original salary minimums for the second-run, fifty percent for third and fourth-runs counting as a unit, 25 percent for fifth and another 25 percent for all subsequent runs combined. SAG demands call for 100 percent on second-run and the same for third, scaling down thereafter.

Contracts increase scale for day players from $70 to $92.50, and weekly free lance rate from $250 to $287.50. SAG demands have been for $90 and $300.

Stephens Mfg. Sets 2 Representatives

CULVER CITY, Aug. 3.—Stephens Manufacturing Corp., maker of high fidelity speaker systems and microphones, has announced the appointment of two new representatives.

Wolfe-Marsey Sales Co., Rochester, N. Y., now has the Stephens territory in all of New York except Long Island, New York City, Westchester County and Peekskill, it was announced.

The other new Stephens appointment is Robert W. Dansby Co., Dallas, operating in Texas, Oklahoma, Arkansas and Louisiana.

Reelect Hersholt To Lead 'Fund'

HOLLYWOOD, Aug. 3.—The Motion Picture Relief Fund re-elected Jean Hersholt president, for the eighteenth consecutive term, and elected George Bagnall first vice-president, Mitchell Lewis second vice-president, A. B. Hilton third vice-president, Otto Kruger fourth vice-president, E. L. de Patie, treasurer; Wilma Bashor executive director.

Ralph Morgan was elected first vice-president emeritus in recognition of his 18-year services to the fund.

Transfilm to Make Pictures in Europe

Transfilm, Inc., which in 1951 produced the film version of Gian-Carlo Menotti's "The Medium" in Italy, is now preparing to make more theatrical films in Europe, according to Walter Lowendahl, executive vice-president of the New York company. Lowendahl has returned from a 10-week trip to Europe where he made arrangements for added TV and industrial film production facilities for his firm.

Lowendahl said that Transfilm is seeking a co-production deal with a European producer, several of which are now under consideration. He said he had two scripts on tap for action as soon as an agreement is set for them, he added.



✳ EVERYBODY AND HIS SWEETIE wants to see MY SISTER EILEEN, a Columbia picture, starring Janet Leigh, Jack Lemmon and Betty Garrett. The freshest, funniest Technicolor musical that ever went singing across the Cinemascope screen!

Columbia's

"IT CAME FROM BENEATH THE SEA"

HAD THE BIGGEST WEEKDAY OPENING IN THE HISTORY OF BOSTON'S PILGRIM THEATRE!

starring KENNETH TOBEY · FAITH DOMERGUE with DONALD CURTIS

Screen Play by GEORGE WORTHING YATES and HAL SMITH • Technical Effects Created by RAY HARRYHAUSEN • Executive Producer-SAM KATZMAN

Produced by CHARLES H. SCHNEER • Directed by ROBERT GORDON • A COLUMBIA PICTURE

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 25 NEW YORK, U. S. A., FRIDAY, AUGUST 5, 1955 TEN CENTS

Up $1,000,000

$5,165,000 For Para. in 6-Mo. Period

Co. Earns $2.36 a Share Compared to $1.79 in '54

The consolidated earnings of Paramount Pictures for the six months ended July 2, after taxes, are estimated at $5,165,000, compared to the estimated earnings of $3,962,000 for the first six months of 1954, it was reported here yesterday by the company.

The 1955 six-month earnings of $5,165,000 represents $2.36 per share on the stock outstanding on July 2, it was stated. This compares to earnings of $1.79 per share for the similar 1954 six-month period, which included a non-recurring net profit, it was added.

Paramount estimated consolidated earnings for the second quarter ended July 2 at $2,307,000 after provision

(*Continued on page* 4)

Tri-State TO Sets Convention Dates; Invests in EFFG

Special to THE DAILY

MEMPHIS, Aug. 4.—The board of directors of Tri-State Theatre Owners met today and selected Oct. 24 and 25 as dates for the annual meeting in Memphis of the exhibitors from Tennessee, Arkansas and Mississippi. Sessions will be held at Hotel Gayoso.

Tri-State president Nathan Flexer, in announcing the dates and place for the convention, said the directors urged all exhibitors to be sure to send in their ballots on the Audience Awards. The directors also voted to buy $1,000 worth of stock in Exhibitors Film Finance group.

Invites Patrons to Spend the Night

KANSAS CITY, Aug. 4.— During the current heat wave, the Grand Theatre in Esterville, Ill., invited patrons to bring blankets and cots and spend the night in the air-conditioned building, which would remain open for their comfort after the last show.

O'Neil, O'Shea to RKO Studio Soon

Thomas F. O'Neil and Daniel T. O'Shea, chairman of the board and president of RKO Radio Pictures, Inc., respectively, are scheduled to leave here for Hollywood some time next week or early the following week for conferences with Charles L. Glett and other executives at the RKO studio.

O'Shea is reported to be hurrying through last minute work at the Columbia Broadcasting System, where he was senior vice-president, before assuming the duties of the RKO Radio presidency, a position to which he was named last week by O'Neil.

Boston Rejects Film Showings in Bars

Special to THE DAILY

BOSTON, Aug. 4.—The Boston Licensing Board has decided that motion pictures have no place in barrooms. The board voted to deny the "test case" application of the Trimount Cafe for permission to show 16mm. films to customers after taking the matter under advisement.

At the hearing held last week, opponents to the petition were Frank Lydon of Allied Theatres of New England who called the petition an

(*Continued on page* 6)

64-Page Document

Door Left Open to Allied in Arbitration

Draft Would Permit Another Organization To Designate 3 Members to Administrators

In the proposed setup for a national administrative committee for an industry arbitration system, the drafting committee apparently has kept the door open to Allied States Association in the event that organization should evenually participate in the project. This is indicated, reportedly, in Section IV of the latest draft which proposes that the administrative group shall be composed of three members designated by Theatre Owners of America, three by the distributors, and one each by Metropolitan Motion Picture Theatres Association, Independent Theatre Owners Association, Southern California Theatres Association and the International Drive-in Theatres Association. However, the proposal provides for the possibility of another exhibitor group which would be limited to the designation of three members.

In the 1952 draft, the drive-in association was not mentioned—in fact, it had not been formed, and Western

(*Continued on page* 6)

SAG Strikes Vs. TV Films

From THE DAILY Bureau

HOLLYWOOD, Aug. 4. — Last hope that the Screen Actors Guild strike against the Association of Motion Picture Producers and the Association of Television Film Producers might be averted before tonight's midnight deadline vanished in the late afternoon when negotiators for SAG, AMPP and ATFP ended a half-day meeting without reaching an agreement or scheduling future meetings.

Following the meeting AMPP vice-president Charles Boren and ATFP counsel Dean Johnson issued a joint statement declaring, "Major producers

(*Continued on page* 6)

Columbia Tentatively Schedules 18 Films August to January

Columbia Pictures has tentatively scheduled 18 feature pictures, three in CinemaScope and five in color by Technicolor, for domestic release between August and January, it was learned yesterday.

The company will also release two serials, "The Seahound," in September, and "Perils of the Wilderness," in January.

Set for release in August are the

(*Continued on page* 4)

'Trial' Booking An Example

Downing Says Public Wants Widely Varied Film Material

A wide diversity of program fare is desired by Radio City Music Hall, Russell Downing, president and managing director, said yesterday when asked to comment on the booking of M-G-M's sociological problem film, "Trial." The film will be a fall attraction at the theatre.



Russell Downing

Downing would not concede that the booking is in the nature of a "radical departure" for the Music Hall, the nation's premiere showplace which throughout its 23 years has presented quality entertainment for all ages.

"The booking of 'Trial' is a variation for the Music Hall but certainly not a change of policy," he said. "We will not reject strong dramatic productions if they meet our standards. 'Trial' does just that. It is a finely made picture and it is entertaining.

"While it undoubtedly will be widely discussed, we do not regard the picture as 'controversial.' A very few may object to its anti-Communist disclosures and, if so, who, may I ask, would we offend?"

Downing said varied screen fare is an essential of the theatre, the Music Hall most of all.

"We cannot afford to become known as 'the theatre of musicals.' Our patrons, the public generally, have demonstrated that they want variety in

(*Continued on page* 4)

Studio Workers June Earnings Declined

From THE DAILY Bureau

HOLLYWOOD, Aug. 4.— Craft workers in studios averaged $127.25 weekly earnings during June, according to the monthly report of the California Department of Industrial Relations. This compares with $129.77 average earnings in May. The June work-week averaged 42.7 hours. May averaged 43.2.

PERSONAL MENTION

ARTHUR B. KRIM, president of United Artists, will arrive here today from Rome after a two-week business trip to Europe.

•

MARGARET ETTINGER, president of Ettinger Co., will arrive here from Hollywood on Sunday accompanied by WAYNE CLARK, of the company's Coast office.

•

SPYROS P. SKOURAS, president of 20th Century-Fox, is expected to return here from the Coast over the weekend.

•

ALFRED W. SCHWALBERG will observe a birthday and a "housewarming" for his new Fifth Ave. office here on Monday.

•

BILLY WILDER is in New York from Hollywood. He was reported en route West in these columns yesterday as a result of an inadvertent error.

•

JACK SANSON, of the Stanley Warner Strand, Hartford, Conn., has returned to his desk in Hartford following an upstate New York vacation.

•

GLENN NORRIS, 20th Century-Fox Eastern sales manager, returned here yesterday from Boston.

•

MARTIN MICHEL, 20th Century-Fox TV-radio director, has returned here from the Virgin Islands.

•

JAMES R. VELDE, Western division manager for United Artists, will return here today from a midwest tour.

•

MITCHELL RAWSON of M-G-M's publicity department is vacationing near Albany.

•

BILL LYON, of M-G-M's studio publicity department will arrive here from the Coast tomorrow for a vacation.

•

FRED R. GREENWAY, Loew's Poli Palace, Hartford, has returned there from Baltimore and Washington.

•

ED LADD, staff announcer at WOR-Mutual, has announced the birth of his first child, a boy.

•

LYNN FARNOL has returned to New York from a vacation in Switzerland.

•

RICHARD TODD returned to London from here last night via B.O.A.C.

•

PETER GLENVILLE, British producer, will arrive here from London today.

•

DANE CLARK and RICHARD WHORF have arrived here from Hollywood.

'Benson' Pulls $1,820

Second day's business at the Plaza Theatre in New York for Universal-International's "The Private War Of Major Benson" topped the record opening day's business by more than 15 per cent to give the theatre $1,820, one of the biggest second day's business in history, U-I reported.

Hits Allied Proposal

Support of Gov't Control 'Inconceivable:' Pickus

Any small exhibitor who is in favor of having the U. S. government step into the motion picture industry is not using "his common sense," Albert M. Pickus, independent exhibitor from Stratford, Conn., and a vice-president of Theatre Owners of America, declared here this week.

"It is inconceivable that any small theatre owner, no matter where located in this country, should support the Allied States Association move for Federal regulation of film rentals," Pickus declared. "Common sense tells me, and I am not speaking as a TOA representative, that if we are getting by now and making some profit from our business, how could the government help us?" he asked.

Pickus stated that he was reminded of an industry axiom, "One more victory and we are out of business," and that "by and large is very true." If the government does enter the film business, many small theatres will be forced to close up, he said.

"Our business is gimmicks, CinemaScope, Superscope, new processes and techniques, showmanship, to name a few," Pickus said, "so how could a theatre man have the incentive to sell pictures to a patron, if he knows his profit was going to be regulated?"

Pickus continued by saying that business at present at his Stratford Theatre "is good" as there are "some good films being offered to us."

He stated that a new corporation, Stratford Enterprises, Inc., had been formed by himself and Walter Reade, Jr., to take over the concessions at the Shakespeare Festival in Stratford, Conn. The company will expand its operations to other festivals in the future, he said.

8 RKO Theatres To Telecast Fight

William W. Howard, vice-president of RKO Theatres, announced yesterday that arrangements have been consummated with Theatre Network Television for the theatre television presentation of the Rocky Marciano-Archie Moore heavyweight championship fight at a number of RKO Theatres on the night of Sept. 20.

These RKO theatres are Keith's, Washington; Keith's, Dayton, and Albee, Cincinnati, which have permanent installations, and for the following theatres RKO has leased from TNT mobile units: Palace, Columbus; Missouri, Kansas City; Palace, Rochester; Pantages, Hollywood, and the Golden Gate, San Francisco.

Honor Arthur Cole

KANSAS CITY, Aug. 4.—In recognition of the services of Arthur H. Cole, Paramount executive here, to the community and the film industry, his associates have formed a committee to raise funds for a contribution in his name to the Y.M.C.A. Boys' Summer Camp near Kansas City. Ben Shylen, Boxoffice, chairman; Senn Lawler, Fox Midwest, co-chairman, and Robert Withers, Republic Pictures.

Pre-Premiere Event For 'Splendored'

A gala pre-premiere celebration will introduce 20th Century-Fox's "Love Is a Many-Spendored Thing" to New York on Monday evening when the CinemaScope version of the Han Suyin novel will have a special preview performance at the Roxy Theatre for an invited list of celebrities, government officials, U. N. representatives, the press and the public.

The preview of the picture, which stars William Holden and Jennifer Jones, will precede by three days the official launching in New York on Aug. 18 coincident with a Far Eastern premiere in Singapore.

The special showing on Monday will combine the elements of a Hollywood "sneak" preview with the trappings of a full-scale premiere including lights, music, newsreels, radio and TV interviews, and celebrity appearances, according to Fox.

'Command' Opens In San Antonio

Special to THE DAILY

SAN ANTONIO, Texas, Aug. 4.—Despite a sudden cloudburst, more than 5,000 people packed the front of the Majestic Theatre for the world premiere of Republic Pictures' "The Last Command."

Interstate Theatre executives expressed delighted, reporting the show played to stand-up business all day.

The swift pace was set with Republic president Herbert J. Yates' arrival on Monday, followed by Frank Lloyd, Sterling Hayden and Richard Carlson on Tuesday and Anna Maria Alberghetti on Wednesday.

Mayor J. Edwin Kuykendall made Yates honorary citizen and was given a gift of a bowie knife by Yates. The mayor proclaimed the day of the premiere as "heritage of freedom" day.

20th Personnel Fete Roy Stephenson

More than 50 associates of Roy Stephenson, assistant to 20th Century-Fox contract department manager Sam Fishman, were present last night at a dinner celebrating his forthcoming marriage to Elsie Jane Heller of the company's auditing department. The dinner was held at the Tavern-on-the-Green Restaurant.

Present were W. C. Gehring, executive assistant general sales manager, and other home office executives. The couple will be married on Aug. 18 in Rye, N. Y. Stephenson also will mark his 25th anniversary with the company in October.

Count So Far

31 Firms to Display Wares At TOA Show

Thirty-one companies thus far have signed to display all types of theatre supplies and concessions equipment at the 1955 Theatre Owners of America convention and trade show which will be held Oct. 6 through 9 at the Hotel Biltmore in Los Angeles.

As part of the entertainment program planned by TOA for the convention delegates, a special tour of Disneyland has been set.

Companies which are scheduled to display their product include: The Ballantyne Co., Coca-Cola, Jewel Electric, National Carbon, Pepsi-Cola, B. F. Shearer Co., Switzer Licorices, Jamison Manufacturing Co., R. C. A., Strong Electric, Carbonaire, Manley, Thermolator Corp., Adler Silhouette, Motiograph Co., Heywood-Wakefield, Karagheusian Co., Carbonic Dispensors, Cretors, Majestic Enterprises.

Also, National Theatre Supply, Rex Specialty, Supurdisplay, Auto-Photo, Pembrix Theatre Supply, Stewart Translux, Bodde Screen, Magnasyne Manufacturing, Mission Dry, Arrowhead Beverages, and Hires.

Zukor Citation by Belgian Ambassador

Top-ranking Belgian Government diplomatic representatives in the United States will be present at the Belgian Consulate-General here on Monday, for formal ceremonies in which Adolph Zukor, chairman of the board of Paramount Pictures, will receive the Belgian decoration of Chevalier of the Order of Leopold. The decoration is being given to Zukor "in recognition of the services he has rendered to international understanding and the high quality of the motion picture productions of his company."

Presentation of the insignia to Zukor will be made by Baron Silvercruys, Belgian Ambassador to the United States, representing King Baudouin of the Belgians.

Accompanying Zukor will be Mrs. Zukor and their daughter, Mrs. Mildred Z. Loew; George Weltner, head of world-wide sales for Paramount Pictures, and James E. Perkins, executive vice-president of Paramount International Films.

NEW YORK THEATRES

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William POWELL • Jack LEMMON
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and SPECTACULAR STAGE PRESENTATION

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"Thief" Bows Big in 3 Cities

LAUNCHED BY A GALA benefit world premiere at the Trans-Lux Theatre, Philadelphia, last Tuesday evening, Paramount's "To Catch a Thief," starring Cary Grant and Academy Award-winner Grace Kelly, also opened to sensational grosses at the Los Angeles Paramount, whose marquee, pictured at right, announces the Alfred Hitchcock thriller to Hollywood Boulevard. Yesterday, long lines formed in front of the New York Paramount as the big VistaVision and Technicolor production bowed at the Times Square showcase. Scenes of the Philadelphia premiere and New York opening complete the camera report on this page.

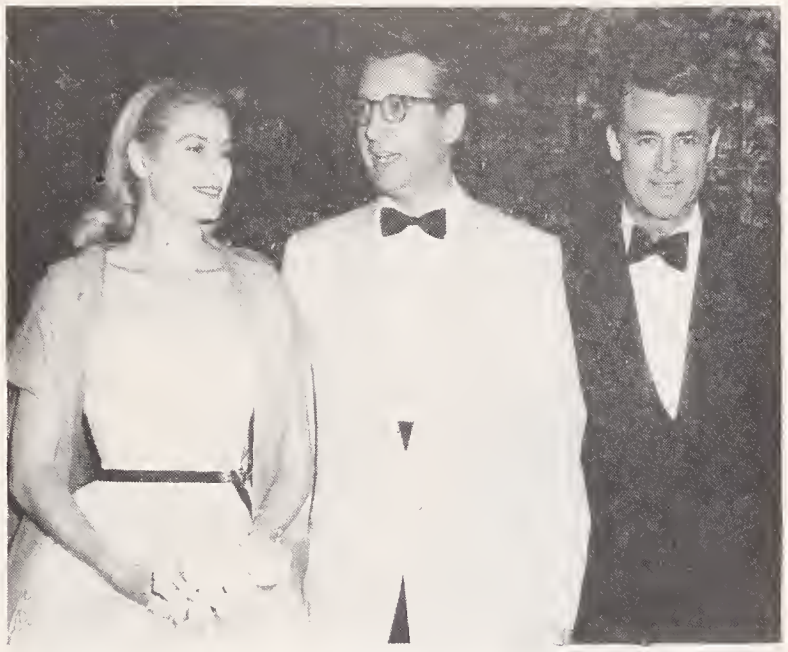
A sell-out audience of prominent social, civic and business leaders from throughout the entire eastern seaboard, headed by Governor and Mrs. George M. Leader of Pennsylvania, attended the brilliant Philadelphia opening, proceeds of which went to The Women's Medical College of Pennsylvania. Wednesday the Trans-Lux racked up the biggest single-day's gross in its history and the management foresaw a new business record for the first week of "Thief." The outlooks for the Los Angeles Paramount and the New York Paramount were similar.

The two stars were among the world premiere audience, Philadelphia-born Miss Kelly being guest of honor.





In Philadelphia, Grace acknowledges the world premiere audience's applause prior to the start of the picture. Applauding in the foreground is Earl Wilson, New York *Post* columnist and one of the many syndicated writers who attended. Grant is seated behind Miss Kelly, and behind the actor is Barney Balaban, president of Paramount. Film is among those set for Paramount's forthcoming Barney Balaban Sales Drive.



Pennsylvania's Governor George M. Leader is seen here in the lobby of the Trans-Lux flanked by Grace Kelly and Cary Grant. Following the premiere, the Governor and Mrs. Leader joined Mrs. Lois Mattox Miller, premiere chairman, and the two stars in receiving guests as they arrived for a premiere supper party at the Drake Hotel.



The scene in front of the Philadelphia Trans-Lux as notables began to arrive for the gala benefit premiere. Some 2,500 persons jammed the narrow street on which the theatre is situated to join in the excitement.



Pictured above is the boxoffice activity that took place yesterday at the New York Paramount as the picture opened. Steady stream of customers continued to pour into the theatre throughout the day and evening.

(*Advt.*)

Downing

(*Continued from page* 1)

entertainment and that they will support out-of-the-ordinary entertainment. But it must be good. Star names alone will no longer sell a poor picture. But a good picture with less than an all-star cast can be a success.

Stresses Variety

"At the Music Hall we want fine entertainment and we want it in a variety of subjects. There has been a steady change in public taste in entertainment and we must keep up with the times. Competition for the public's leisure time is too varied and too keen to permit any of us to ignore change. But that does not mean that there is any need for us to lower our standards. We believe the public appreciates that, too."

Downing paid his respects to the drawing power and staying power of current Hollywood product, estimating that the Music Hall will require only 10 or 12 films for all of 1955, compared to the more than 30 films per year it used during the war years.

'Kelly' Big in N. O.

Warner Bros.' "Pete Kelly's Blues" opened at the Saenger Theatre, New Orleans, with the personal appearance of Jack Webb, to $6,068. This was said to be the biggest midweek opening day gross for a Warner picture at this house during the past five years.

New British Regulations Would Relax Rules for Safety Film, Juvenile Patrons

From THE DAILY Bureau

LONDON, Aug. 4.—New Home Office regulations under the Cinematograph Act 1952, affecting safety in cinemas and the admission of children, have been laid before Parliament.

The regulations draw a sharp distinction between the use of inflammable and safety film. Where the latter is used the rules have been considerably relaxed.

For inflammable stock the regulations are virtually unchanged, except that the minimum age of operators is raised. In the case of safety stock, however, rewind rooms can now be in the projection room itself, which need have only one exit and can have indirect access to any place where the public is admitted.

The regulations regarding the admission of children will be warmly welcomed by theatre managers, for they relieve them of the responsibility of determining the age of youngsters seeking admission. The new regulation runs: "No child apparently under the age of five years shall be admitted . . . unless accompanied by . . . a person who appears to have attained the age of 16 years."

Wants Stepped-Up Overseas Program

From THE DAILY Bureau

WASHINGTON, Aug. 4.—Rep. Feighan (D., O.) has proposed a special House-Senate committee be set up to study ways of improving the government's overseas information program.

Feighan noted the tremendous influences of modern media of mass communications, and said that it was more than ever important that this country's foreign propaganda program be a top-notch one. The Soviet Union is spending 10 to 15 times as much on foreign propaganda as is the United States, he told the House.

Col. Schedules

(*Continued from page* 1)

CinemaScope production of "The Man From Laramie" and "Bring Your Smile Along," in color by Technicolor.

Scheduled for domestic distribution in September are two Technicolor films, "Footsteps in the Fog" and "Gun That Won the West." Also, "Special Delivery," "The Night Holds Terror," and "Apache Ambush."

October releases are the CinemaScope productions "My Sister Eileen" and "Count Three and Pray," besides the "Devil Goddess" in black and white.

November Releases

Set for November distribution are "Queen Bee," "Three Stripes in the Sun" and "Teen Age Crime Wave." December releases are "Duel On the Mississippi," in color by Technicolor and "Marshall of Medicene Bend," also in color by Technicolor.

Three films have been set for release in January. They are "The Last Frontier," "The Big Shock" and "Hell's Horizon."

Para. Earns

(*Continued from page* 1)

for U. S. and Canadian income taxes. These earnings on operations represent $1.05 per share on the 2,188,916 shares outstanding and in the hands of the public on July 2, the company reported.

The comparative consolidated operating earnings for the quarter ended July 3, 1954, were estimated at $1,726,000, or 78 cents per share on the 2,217,036 shares then outstanding. In the second quarter of 1954, the company statement continued, an additional amount of $832,000, or 38 cents per share was earned by a non-recurring net profit on the sale and adjustment of investments in subsidiary and affiliated companies; no corresponding non-recurring net profit was realized in 1955, it was added.

Para. Dividend

The board of directors of Paramount Pictures yesterday voted a quarterly dividend of 50 cents per share on the common stock payable Sept. 15, 1955 to holders of record Aug. 26, 1955.

William Smith, 87

CLAYTON, Mo., Aug. 4.—Funeral services were held last week for William Smith, 87, who built and operated the Wellston Theatre here with his brothers John and Robert.

PEOPLE

Fred Wade, manager of the Black Hills Amusement Co., Newcastle, Wyo., is absent from his post while recuperating from a heart attack. **Gayle Poland**, Hot Springs manager, is subbing until a manager is secured.

□

William Harrison will be a salesman for Universal at Denver, after having sold for Republic in Salt Lake City. He will take the post of **Gene Klein**, who was moved to San Francisco.

□

Statia O'Connell, whose family has owned the Oriental Theatre in Indianapolis since 1912, has taken over its operation from Amusement Enterprises. **Rex Carr** will be buyer and booker.

□

Helen Perkins, secretary with 20th-Fox in Los Angeles, celebrated her 30th year with the company.

□

Helen Cook is the new secretary to **Mel Evidon**, Favorite Film sales manager, in Los Angeles.

□

Eddie Fisher, former booker at RKO in Philadelphia, is now head booker with Republic.

□

R. W. Harvey, formerly assistant manager of the Harvey in Stockton, Cal., has moved to the McCloud, replacing **Warren Camplin** who has gone to the San Francisco office as relief circuit manager.

□

Maurice Scully, veteran of the Canadian film industry, was appointed branch manager in Saint John, for J. Arthur Rank, Ltd. He succeeds the late **Graydon Matthews** who passed away recently.

□

William J. Carpenter, formerly with WHYN-TV in Springfield, Mass., and WTRI-TV in Albany, N. Y., has joined the NBC Film Division as a sales representative.

□

Matsutaro Kawaguchi, managing director of the Daiei Motion Picture Co. of Tokyo, will attend the Venice Film Festival, and the Edinburgh Festival, where he will accept on behalf of his company, the Golden Laurel Medals for "Gate of Hell" and "Ugetsu." The Golden Laurel Award is presented annually for a foreign picture making the greatest contribution to international good will and understanding among all peoples.

□

Earl Organ, Paramount salesmen in Kansas City, has transferred to Allied Artists, succeeding **Frank Thomas** who was promoted to exchange manager when **Roy Copeland** resigned.



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Consolidated to Expand Capacity

HOLLYWOOD, Aug. 4.—Consolidated Film Industries vice-president Sidney P. Solo announced that construction will start Wednesday on a new two-story annex to laboratory's present 35 mm. building which will virtually double the plant's present capacity.

Essoldo Circuit Nears 200 Mark

From THE DAILY Bureau

LONDON, Aug. 4.—Sol Sheckman, chairman and governing director of the growing Essoldo Circuit, announces that it has acquired two more theatres in the North of England, bringing the cricuit to 185 houses.

The Quota Act expressly provides that a circuit of 200 or more houses is debarred from any relief from the standard Quota. Sheckman is known to have 10 sites available for building and to be interested in other theatre propositions. Speculation is widespread as to what the Board of Trade will say if and when the Essoldo Circuit—as seems likely at any moment—reaches the 200 mark.

At the Cinematograph Exhibitors Assn. convention, Thomas Massicks, an Essoldo executive, complained that whereas his company contributes no less than £250,000 annually to the Eady Levy he is unable to book in his first-run situations any of the pictures to whose financing the company contributes.

Pick of those pictures go to Rank and ABC theatres which are integrated with production interests.

Toronto WOMPI in Membership Drive

TORONTO, Aug. 4.—The Toronto Club of Women of the Motion Picture Industry has a roster of 78, consisting mostly of employees of film exchanges here, headed by Miss Anne Kaplan of Canadian Paramount Pictures. However, the group wants more representatives from theatres and other branches of the industry and a membership drive has been launched.

F.P.C. and Odeon Close 2 Key Houses

TORONTO, Aug. 4.—Announcement was made at Peterborough, Ont., of the closing of Famous Players' Capitol Theatre there, the 900-seat unit being managed by L. J. Gouin. The Capitol is expected to re-open when conditions improve. The chain will continue to operate the Paramount at Peterborough.

Information from a Canadian Odeon source told of the closing on July 30 of the downtown Odeon in Vancouver, B. C., because of the competition of television and bingo. Six Odeon and five Famous Players units recently have closed in the Vancouver area.

Charles Penzer, 62

Charles Penser, 62, film salesman for RKO Radio Pictures since 1942, suffered a fatal heart attack yesterday afternoon while lunching at Lindy's Restaurant here.

See New Era of Amity

All Branches of British Industry Join in Fight on Ticket Tax

By PETER BURNUP

LONDON, Aug. 4.—Representatives of British Film Producers Assn., Kinematograph Renters Society, Cinematograph Exhibitors Assn. and the Association of Specialized Film Producers have agreed formally to form an all-industry entertainment tax committee.

All branches of the industry regard the development as a complete reversal of the hitherto prevailing aloofness of the several branches, and see in it an augury of new trade amity.

After a meeting of several hours under the chairmanship of Sir Alexander King the four trade associations reached the following unanimous conclusions:

¶ That an all-industry Tax Committee be established consisting of a maximum of four representatives of each of the four associations, and not more than two officials or advisers from each association, if required.

¶ That the new committee have power to appoint either from its members or from outside the industry its chairman and also a secretary from outside the industry.

¶ That the committee should also be empowered to invite to its meetings other persons whom it might think it desirable to consult.

¶ That the committee should also be authorised to engage whatever assistance it considered necessary.

¶ That the decision of the committee shall be on a majority vote by associations and all decisions of the committee will be referred back for ratification to the respective governing bodies of the associations.

Sept. Meet

It was agreed by the four associations that they should nominate their representatives to serve on the all-industry committee and that a preliminary meeting of this committee should be held in September.

The four associations convening, as the subsequent communique reflected, was necessarily concerned with procedural matters. But the creation of an all-industry body is regarded here as a most significant step forward not only towards a combined assault on what is universally described as "this scourge of a tax" but towards unity in regard to the betterment of the industry generally.

Much clearly remains to be done in the clearing up, for example, of anomalies in the administration of the Eady Levy, but the KRS has already formally approved the recommendations of the joint CEA-KRS Committee on two major issues. They concern film rental terms ensuing on a transfer of ownership of theatres and the formula for dealing with Eady Levy "non-cooperators."

Danish Producers Eye Israeli Sites

From THE DAILY Bureau

TEL-AVIV, Aug. 4.—The Jensen brothers, producers of the Danish films "Ditte, Child of Man," and "Street Children," are here investigating production possibilities of Israeli sites and themes. By choosing new locales, they said, they hoped to revive enthusiasm for Danish films back home, where the native product has been losing ground in competition with foreign films.

Mexican Union Bars Co-Production Deal

Special to THE DAILY

MEXICO CITY, Aug. 4.—Co-production here of a picture starring two top Spanish players was prevented by the National Actors Union (ANDA) insisting upon its rule which bars two foreigners from starring in the same picture. The co-production was being arranged by Dyana Films and Suevia Film. Miguel Ligero and Carmen Flores were the tentative stars. The producers failed in their argument that this would be an exceptional case—two prominent stars and a "super" production get together by Mexicans and Spaniards.

Pathe Processing 'Sea'

HOLLYWOOD, Aug 4.— Pathe Laboratories will process Allen Miner's production of "The Naked Sea," printed in Pathecolor, which will be distributed by RKO Radio Pictures, it was announced by Otis W. Murray, West Coast vice-president of Pathe Lab.

Sept. 1 Talks

UK Industry To Mull TV 'Release' Show

From THE DAILY Bureau

LONDON, Aug. 4.—On Sept. 1, representatives of the British film industry are scheduled to engage in talks with British Broadcasting Co. in regard to the possibility of its TV service reviving in some new shape the experimental "Current Release" program of three or four years ago.

The program, consisting of excerpts from films about to go out on release and accompanied by a commentary from BBC men, rated high popularity among viewers. Distributors and exhibitors admitted also that the program helped their box offices.

Ran One Year

The program ran for its experimental year, but was then dropped; mainly, it was understood at the time, because the trade couldn't agree with the BBC on the form it should take subsequently and also Who Should Pay For What? The program's admittedly helpful plug for films had cost the trade nothing except the supply of excerpts from the chosen films.

Informal talks designed to lead to a possible resumption of the programme have lately taken place, backstage.



✳ EVERYBODY AND HIS BROTHER wants to see MY SISTER EILEEN, a Columbia picture, starring Janet Leigh, Jack Lemmon and Betty Garrett. The freshest, funniest Technicolor musical that ever went singing across the Cinemascope screen!

. . . NEWS ROUNDUP

Stars to Premiere

SAN FRANCISCO, Aug. 4.—The contingent of Hollywood screen personalities flying here for next week's world premiere of Warner Bros.' "The McConnell Story" will include June Allyson, Gig Young, Aldo Ray, Jeff Donnell, Edward Arnold, Cameron Mitchell and Joe E. Brown. Alan Ladd co-stars with Miss Allyson and James Whitmore in the CinemaScope and WarnerColor action drama about Captain Joseph McConnell, Jr., America's first triple jet ace.

To Raze Theatre

NEW HAVEN, Aug. 4.—Loew's Poli Bijou and an adjoinng structure, purchased by the First National Bank and Trust Co. last December for $200,000, will be razed. The owners are reportedly planning a parking lot on the location.

Form Boone, Inc.

HOLLYWOOD, Aug. 4.—A corporation to be known as Daniel Boone, Inc., has been formed by Al Gannaway, Ben Costanten and C. J. Ver Halen, to produce a feature picture entitled "Dan'l Boone" and subsequently television and radio series it under the same title. Bruce Bennett will portray Boone.

Joins Makelim

HOLLYWOOD, Aug. 4. — Hugh Thomas, Jr., has sold his drive-in interests in Sarasota, Fla., and moved to Beverly Hills to become active as a vice-president in Hal R. Makelim Productions.

'Klamishia' Booked

The revised edition of "Khamishia," full length Israeli film in English, will have its first Broadway showing at the Stanley Theatre on Aug. 13. "Khamishia," which is being released by Hoffberg Productions, consists of five true stories taken from actual experiences of emigrees to Israel.

'Toast' Boosts Film

The entire Ed Sullivan "Toast of the Town" program over the CBS-TV network will devote its Aug. 21 full-hour show to a tribute to Rosalind Russell and her first film, "The Girl Rush," for Paramount.

Todd Aids Film

Richard Todd, who co-stars in Warner Brothers' "The Dam Busters" arrived in New York for a whirlwind series of TV, press and radio interviews in connection with the picture's opening at the Palace Theatre here.

Sign Aussie Actress

Victoria Shaw, an Australian actress, has been assigned by Columbia Pictures to a role in the studio's CinemaScope musical drama "The Eddie Duchin Story," it was announced here.

HOLLYWOOD . . on the march

BY SAMUEL D. BERNS

COMPOldsters might get a kick out of comparing the list of names that will appear on the audience poll ballot in November with the top 20 "most valuable box office names," selected by 2,471 exhibitors, in the "Exhibitor's Herald" poll of 1926. Twenty-nine years ago, the stars in the order of importance were:

1. Colleen Moore
2. Tom Mix
3. Fred Thomson
4. Harold Lloyd
5. Hoot Gibson
6. Norma Talmage
7. Mary Pickford
8. Douglas Fairbanks
9. Thomas Meighan
10. Reginald Denny
11. Milton Sills
12. Richard Dix
13. Lon Chaney
14. Buck Jones
15. Norma Shearer
16. Gloria Swanson
17. Wallace Beery
18. Bebe Daniels
19. Corrine Griffith
20. Jack Holt

. . . and just to prove how tempus fugits, Dick Powell and Walter Pidgeon had the press enjoying their ad lib ribbing at each other about being old timers at the Beverly Hills luncheon announcement of the first selection of names that will appear on the ballot.

☆ ☆ ☆

RETURN MATCH?: It wasn't too long ago that two budding directors found their niche in the spotlight. Remember when Stanley Kramer's "Champion," directed by Mark Robson, and RKO's "The Setup" directed by Robert Wise, was in a legal hassle over a similarity of situation in the two prize fight films? Now as two box office champion directors they're ready to toss their talents into the prize ring again with two more leather pushing stories. . . . In one corner we find Robson, who just delivered "Trial," a knockout for MGM grosses, with producer Charles Schnee managing the winner. Now Robson, wearing Columbia's colors, is primed for a go at Bud Schulberg's "The Harder They Fall." . . . And, in the other corner, Robert Wise will keep in shape in a workout with James Cagney for Sam Zimbalist's "Tribute To A Bad Man," and then move in with his "opponent's" former purse-builder, Schnee (ironic?), to put punch into "Somebody Up There Likes Me," the film biog of Rocky Graziano. . . . This will not be a "Title" fight . . . just an exhibition match for the benefit of hungry box offices around the country.

☆ ☆ ☆

Now that Republic has picked up its option on Anna Maria Alberghetti, and her family-packaged concert tour wound up with a successful night at the Hollywood Bowl, Clouts McCardle thinks it's time to do "The Alberghetti Story."

☆ ☆ ☆

There ought to be a mad rush for "The Girl Rush" after Ed Sullivan toasts the film on his Aug. 21 show over the CBS-TV network. Fred Brisson, who produced the Technicolor, VistaVision musical for Paramount, has two writers working up a special book for the hour-long show which honors Roz Russell's return to the screen.

☆ ☆ ☆

Edward Dmytryk is showing plenty of vistavision in getting Franz Planer to handle the camera on "The Mountain." The two of them were team mates on "Caine Mutiny."

☆ ☆ ☆

Our crystal ball tells us U-I has a great find in Jan Merlin, but we wish they'd change HIS name before billing him in "A Day of Fury." Sounds too much like Jan Sterling.

☆ ☆ ☆

Norman Taurog, directing George Gobel's first film, likes to give the stars bars of candy at the conclusion of a successful scene. . . . Wonder what he would have done had he directed "Moby Dick."

☆ ☆ ☆

Doris Day's "Love Me or Leave Me" record album has become the biggest selling package in Columbia Records' history, having topped the half-million mark. Doris will cut four more sides for the company after she finishes her starring role in Paramount's "The Man Who Knew Too Much."

☆ ☆ ☆

According to Harold Goldman, v.p. in charge of sales for NTA, their "Fabulous Forty" package of feature films, syndicated in 30 markets since last May has already passed the million dollar mark. Included in the package are motion pictures produced by J. Arthur Rank, Ilya Lopert, Sir Alexander Korda and others.

SAG Strike

(Continued from page 1)

of television films regret that efforts to negotiate a new contract with SAG have failed thus far, and that the guild has called a strike. Negotiations broke down over basic economic facts of life in television film business. Salary proposals made thus far by the guild are economically unrealistic, calling for minimum rates higher than general economics of television film production can stand. Producers intend to continue negotiations in order to reach a reasonable and equitable agreement."

Earlier in the day three independent film producers unaffiliated with AMPP or ATFP had signed unilateral contracts on the same terms two others had signed the day before, all contracts agreeing to SAG demands for residual payments on second-runs. Signers today are Loretta Young and Jane Wyman Companies, and Spectrum Productions.

Arbitration

(Continued from page 1)

Theatre Owners, Inc., was named in place of the Southern California association.

The 64-page document, in the 1955 version, is said to be more specific in its treatment of pre-releases. It proposes that each distributor be permitted to designate two pictures, of an unusual character, that would be excluded from the arbitration agreement and would not be subject to arbitration until they are announced for general release.

As in the two 1952 drafts, the document is broken down into seven articles as follows: 1) Availability of arbitration, 2) scope, 3) damages and awards, 4) the system, 5) rules of practices and procedures, 6) appeals and 7) concilation.

Boston Rejects

(Continued from page 1)

"invasion of wholesome entertainment provided by theatres" and by Police Commissioner Thomas F. Sullivan who opposed it on the grounds that it would be harder for his staff to properly police the cafes and taverns.

Since the verdict, Mary Driscoll, chairman of the Boston Licensing Board, has warned owners of drinking establishments that they cannot show motion pictures without permission from the board.

'Queen' Clicks in A.C.

Twentieth Century-Fox's CinemaScope production "The Virgin Queen" at the Warner Theatre, Atlantic City, on Wednesday, recorded an opening day gross of $1,759, according to theatre reports.

'Kelly' Here Aug. 18

"Pete Kelly's Blues," Jack Webb's second feature-length motion picture for Warner Bros. following his "Dragnet," will begin its New York engagement at the Victoria Theatre on Aug. 18.

Set Fox Convention

KANSAS CITY, Aug. 4. — The Fox Midwest fall convention has been scheduled for Sept. 27-28 at the Muehelebach Hotel.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 26 NEW YORK, U. S. A., MONDAY, AUGUST 8, 1955 TEN CENTS

EDITORIAL

COMPO Dues Drive

By Sherwin Kane

THE stated reasons of regional Allied officials for opposing the current dues drive by the Council of Motion Picture Organizations carry little conviction.

The objection that the national board or officers of Allied have not approved a COMPO dues collection is not to be taken seriously in view of the fact that Allied has equal representation on the COMPO governing triumvirate with Theatre Owners of America and distribution and if national Allied had any valid objections it could have communicated them to its COMPO representative when a dues drive was up for consideration.

•

Other COMPO member organizations, including those which, unlike Allied, have no direct representation on the COMPO governing triumvirate, have not entered objections to the dues drive—the first for COMPO in the two years since it waged its successful campaign for elimination and reduction of the Federal admission tax.

The Allied objections that COMPO does not need additional funds with which to conduct the Audience Awards Poll and that there is no possibility of a new COMPO campaign to wholly eliminate the Federal admission tax appear to be equally unsound.

COMPO is not "broke" but surely its governing triumvirate is a better judge of its financial requirements and those of the valuable Audience Awards campaign than are COMPO's critics in the field.

•

The same goes for the possibility of another anti-admission tax campaign.

COMPO should be financially able to undertake such a campaign whenever circumstances and conditions appear to favor its success. COMPO's last dues solicitation was two years ago. If the present collection must suffice it for an equal length of time, it takes rare pre-

(*Continued on page 2*)

Television Today

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- **Spotlighting the News—significant comment on a score of events of the week and things-to-come...**
- **"Who's Keeping America Up Too Late?"—a penetrating (and humorous) analysis by Vincent Canby...**
- **Britain Is About to Discover: there's nothing like competition to improve television program quality...**
- **Names Making News in Television Today.**

New Organization

Utah-Idaho Association Joins TOA; To Be Inducted in Oct.

COLUMBUS, Ga., Aug. 7.—The Utah-Idaho Theatre Owners Association, a new exhibitor organization covering the Salt Lake City exchange area, has become an affiliate of the Theatre Owners of America, it was announced here by E. D. Martin, TOA president.

The UITOA, at a meeting held in Salt Lake City late last week, unanimously voted to join TOA, following meetings with Martin, Walter Reade, Jr., chairman of the TOA board, and George Gaughan, TOA field representative, over the past few months.

Formal induction of the Utah-Idaho exhibition group as well as the Theatre Owners Assn. of Quebec, into TOA will take place at the national exhibition organization's annual convention, Oct. 6-9, at the Biltmore Hotel in Los Angeles. A large delegation of UITOA members will represent UITOA during the planned ceremonies.

UITOA president Clyde A. Blasius

(*Continued on page 7*)

Grainger, O'Neil and O'Shea Meet Aug. 15

From THE DAILY Bureau

HOLLYWOOD, Aug. 7.—Initial studio sessions among Thomas F. O'Neil, chairman of the board of RKO Radio; Daniel T. O'Shea, president, and James R. Grainger, supervisor of sales and distribution, will be held here on Aug. 15. Grainger will leave here tomorrow for San Francisco.

New Booking-Buying Firm in Louisiana

NEW ORLEANS, Aug. 7. — George Baillio, owner of Southern Amusement Co., Lake Charles, La., has announced that a new buying and booking company has been organized with E. K. Crosby, Jr., of Southern Amusement Co. as president, which will be known as Independent Exhibitors' Service with offices in the Moss Building, Lake Charles. Other officers are Doyle, Maynard, vice-president, Natchitoches, La.; Mathews Guidry, secretary, Lafayette, La.; A. J. Broussard, treasurer, Crowley, La.;

(*Continued on page 7*)

Zeeman Elected to Col. Int'l's Board

Bernard E. Zeeman, treasurer of Columbia Pictures International Corp. since 1951, has been elected a member of the board of directors, it was announced by the board of directors.

The new director entered the motion picture industry with Universal Pictures in 1924 and joined Columbia Pictures in 1935. In 1944 he was placed in charge of branch operations for the foreign subsidiary of Columbia and was elected treasurer in 1951.

Parties Are Firm

See Protracted SAG Strike Vs. TV Films

Find TV Film Activity At Virtual Halt in U.S.

By WILLIAM R. WEAVER

HOLLYWOOD, Aug. 7.—Barring unforeseen developments the Screen Actors Guild strike against television film producers may be expected to run into protracted duration, informed quarters believe.

Pointing out that both parties to contract negotiations had plenty of time to prepare their positions and took them firmly, observers are of opinion that no quick settlement is within known probabilities.

Meanwhile, television is at virtual standstill throughout SAG's nationwide jurisdiction since the strike began last Thursday at midnight. Ex-

(*Continued on page 8*)

Sidney Says 5-Day Week a 'Hardship'

The IATSE proposal to seek a five-day work week at the Hollywood motion picture studios would create "a hardship" for actors, directors and other talents who operate on a "day-to-day-basis," according to director George Sidney, president of the Screen Directors Guild.

Sidney, who is in New York for

(*Continued on page 8*)

Johnston West Prior To Overseas Trip

WASHINGTON, Aug. 7. — Motion Picture Association president Eric Johnston is scheduled to return to Washington from Spokane at the end of this week.

Johnston went to the West Coast last Thursday. He plans to leave Washington around Aug. 20 for a three-week trip to the Near East as President Eisenhower's personal ambassador. Present plans are for Johnston to go to England from the Near East for the negotiations on a new British-American film agreement. Talks on this new agreement will probably start in London in mid-September.

PERSONAL MENTION

CHARLES M. REAGAN, Loew's distribution vice-president, EDWARD M. SAUNDERS, assistant general sales manager, and JOHN P. BYRNE, Eastern sales manager, returned here from the Coast over the weekend. HOWARD DIETZ, Loew's vice-president in charge of advertising, publicity, and exploitation, has delayed his return here from the studio until Wednesday.

•

ROBERT M. WEITMAN, vice-president of American Broadcasting-Paramount Theatres, and his wife announced the marriage of their daughter ABBY WEITMAN, to RUSSELL H. KARP, an attorney.

•

ALFRED H. TAMARIN, assistant national director of advertising, publicity and exploitation for United Artists, will return here today from a two-week Caribbean vacation cruise.

•

HARRY M. KALMINE, vice-president of Stanley Warner, and HARRY GOLDBERG, S-W director of advertising and publicity, returned here from San Francisco at the weekend.

•

MAX E. YOUNGSTEIN, United Artists vice-president, will leave here tonight for Hollywood, returning in three weeks.

•

CHARLES B. MOSS, executive director of the Criterion Theatre here, has returned to New York from Hollywood.

•

BEN THAU, M-G-M studio executive, sailed at the weekend on the "United States" for a honeymoon in Europe.

•

HOWARD STRICKLING, M-G-M studio publicity head, left the Coast at the weekend for a vacation at Hudson Bay, Canada.

•

ROGER H. LEWIS, advertising manager of United Artists, will return here today from the Coast.

•

RICHARD WALSH, IATSE president, is in Chicago for the "IA" executive board meeting.

•

LIBERACE returned to Hollywood at the weekend from Paris.

•

LOUIS B. MAYER, and wife, have left here for Hollywood.

Set 'Oklahoma' Date Within Two Weeks

A definite date for the opening of the first picture to be produced in the Todd-AO process, Rogers and Hammerstein's "Oklahoma," is expected to be set "within two weeks," according to a spokesman for Magna Theatre Corp.

It had been reported earlier that "Oklahoma" would have its world premiere sometime in late September or early October.

Seattle Ireb Trust Suit by Stipulation

Settlement out of court of the $3,000,000 anti-trust suit brought by the Ireb Theatre Corp. against eight major companies and four exhibitors was revealed in New York Federal Court at the weekend. The plaintiff had charged the defendants with discriminating against its Central Theatre in Pearl River, N. J., and giving preference to competitive houses. A notice of dismissal by stipulation was filed in Federal district court here.

Register Skouras Foundation; Serve Charitable Causes

Special to THE DAILY

ALBANY, Aug. 7.—The Sarah K. and Spyros P. Skouras Foundation has registered a certificate under the membership clause of the corporation law. The object is to apply, expend, grant or contribute its income, and, if deemed advisable, the principle of its income, to community chests, corporations and foundations that are organized and operated for nonprofit purposes.



Spyros Skouras

The certificate authorizes donations for charitable, religious, educational, literary and scientific purposes. Approved by Supreme Court Justice Irving H. Saypol, it states that the Foundation shall operate in the United States and the District of Columbia. Principal office is in New York.

Giant-Dodger Game Pulls Cinema Lodge

It will be "Cinema Lodge Night" at the Giants-Brooklyn night baseball game at the Polo Grounds on Aug. 17 with the lodge taking over 1,000 reserved seats as one of its fund-raising projects of the year, it was announced over the weekend by Max E. Youngstein, president of Cinema Lodge of B'nai B'rith.

Tickets have been priced only $1 over the regular admission price of $2.10 for the reserved grandstand locations, Youngstein said.

Suzan Ball, 21

HOLLYWOOD, Aug. 7. — Actress Suzan Ball died on Friday in a private residence to which she had been taken recently from the City of Hope Medical Center. She succumbed to cancer of the lung. Her age was 21. She was the wife of Richard Long, an actor.

Editorial

(*Continued from page 1*)

science—even for regional Allied officials—to state with certainty that no campaign against the remaining Federal admission tax will be advisable at any time in the next two years.

That leaves only the Allied objection that because COMPO did not make its treasury available for the anti-toll TV campaign last spring, it should receive no money from exhibitors now for the Audience Awards campaign and a possible future anti-tax effort.

•

That objection completely overlooks two things: (1) that not COMPO, but its membership, under the rule of unanimity adopted by them, made it impossible to open the COMPO treasury to the toll-TV fight, and (2) that the funds now being sought by COMPO are earmarked primarily for a project designed to increase attendance at the nation's theatres — including those of Allied members.

It is difficult to believe that those Allied officials who have raised their voices, against the COMPO dues drive are motivated by anything more than pique over COMPO's helplessness to join in their toll TV fight last spring.

•

It seems certain that very few exhibitors will be impressed by the stated Allied objections to making contributions to COMPO at this time. Too many of them recognize the urgent need for and the potentially great value of the COMPO Audience Awards Poll, even to the smallest theatres in the most remote villages.

It may be predicted with confidence that the current COMPO dues drive will be as successful as either of the two that have preceded it.

15 Bank of America Properties to Post

Post Pictures Corp. has obtained the 16mm. non-theatrical distribution rights for the United States and Canada to a group of 15 pictures owned by the Bank of America, according to Peter W. Geiger, head of the bank's New York motion picture department.

Carmen Miranda

HOLLYWOOD, Aug. 7. — Carmen Miranda, the Latin dancer and comedienne, died unexpectedly early Friday at her home here. She was 41 years old. She collapsed shortly after she had returned from performing with Jimmy Durante in the filming of one of his forthcoming television shows.

Coyne Announces

Four 'Awards' Meets Slated For August

Four additional meetings of exchange area Audience Awards committees have been scheduled for this month, Robert W. Coyne, special counsel for Council of Motion Picture Organization, was informed. Theatre men in the Milwaukee area met Friday; those in Portland, Ore., will meet today; in the Philadelphia area on tomorrow and in Seattle on Aug. 18. Roy Cooper of San Francisco will be the speaker at the Portland meeting.



Robert Coyne

A meeting of industry representatives in the Detroit exchange area was held in the Fox Theatre, Detroit, last Wednesday under the chairmanship of William Wetsman, exhibitor chairman, and William Rosen, Universal branch manager, who heads the distributor group. Two hundred Detroit city theatres and 150 outstate theatres, including all of the leading circuits, independents and drive-ins, were represented. Wetsman and David M. Idzal, manager of the Fox Theatre, urged participation in the Audience Awards election by every theatre in the state.

Array of Prizes

It was decided to appoint a committee to set up a contest plan with a vast array of prizes to the winning contestants. In order to assure widespread participation in the poll, district captains will be appointed from the exhibitors and distributors salesmen's groups to contact all theatres in the state. Each captain will be assigned 10 theatres. District captains also will be asked to make certain that all exhibitors mail their nominating ballots promptly.

Kings Buy Story

HOLLYWOOD, Aug. 7. — "The American Jubilee," an original screenplay by Clarence Marks which tells a story of the rise to fame of an all-girl orchestra from the early 30's to the present, has been purchased by King Brothers, according to Maurice King, president.

EXECUTIVE - SECRETARY
highly capable, knowledge German, French and Spanish with Motion Picture Export and Domestic experience. Best personal and business references, seeks interesting position. Box 83, MOTION PICTURE DAILY, 1270 Sixth Ave., New York 20, N. Y.

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The list of personalities and properties in this ad spells it out. There are RIGHT NOW, in some stage of actual preparation or production, over 100 top quality pictures. This guarantees to exhibitors throughout the world more than 30 films a year for the next 3 years—with a promise of even greater news to come, in quality and quantity.

Backed by a distribution and promotional staff that has more than doubled its world-wide personnel in the last few years, it is no exaggeration to state that UA is prepared to fulfill not just the greatest program in its 36 year history, but one of the greatest in the history of this industry.

ROBERT ALDRICH

Producer-Director (THE ASSOCIATES & ALDRICH CO.)

"THE BIG KNIFE"—starring JACK PALANCE, IDA LUPINO, SHELLEY WINTERS, WENDELL COREY, ROD STEIGER, JEAN HAGEN

ROBERT BASSLER-RICHARD SALE

Producer-Director

"GENTLEMEN MARRY BRUNETTES"—Technicolor CinemaScope—starring JANE RUSSELL, JEANNE CRAIN

"THE VIGIL"—Color—CinemaScope

JOAN CRAWFORD

Producer-Star

Six pictures in six years

CROWN PRODUCTIONS

Producers (ROBERT JACKS, ROBERT GOLDSTEIN, SPYROS SKOURAS, PLATO SKOURAS)

"STRANGER ON HORSEBACK"—Ansco Color starring JOEL McCREA

"ROBBERS ROOST"—De Luxe Color starring GEORGE MONTGOMERY

"A KISS BEFORE DYING"—Eastman Color CinemaScope—starring ROBERT WAGNER

"A KILLER IS LOOSE"

KIRK DOUGLAS

Producer-Star (BRYNA PRODUCTIONS)

Six pictures in three years

1. **"THE INDIAN FIGHTER"**—Color—CinemaScope
2. **"THE VIKING RAIDERS"**

ERROL FLYNN

Producer-Star (IN ASSOCIATION WITH HERBERT WILCOX)

"LET'S MAKE UP"—Eastman Color co-starring ANNA NEAGLE

"KING'S RHAPSODY"—co-starring ANNA NEAGLE

"WILLIAM TELL"—Color—CinemaScope

HENRY FONDA

Producer-Star

Six pictures in four years

1. **"THE CLOWN"**
2. **"TWELVE ANGRY MEN"**

BERT E. FRIEDLOB

Producer

"NEWS IS MADE AT NIGHT"—starring DANA ANDREWS, RHONDA FLEMING, IDA LUPINO, HOWARD DUFF, GEORGE SANDERS, THOMAS MITCHELL, LEE J. COBB

PRODUCING NEW SCREEN

CREATIVE MANPOWER

SAMUEL GOLDWYN, JR.

Producer

"THE TROUBLESHOOTER"—starring ROBERT MITCHUM, JAN STERLING

"SHARKFIGHTERS"—Color

"THE DANCING DETECTIVE"

PAUL GREGORY-CHARLES LAUGHTON

Producer-Director

"THE NIGHT OF THE HUNTER"—starring ROBERT MITCHUM, SHELLEY WINTERS, LILLIAN GISH

JED HARRIS-MICHAEL MYERBERG

Producers

"PATTERNS"—starring VAN HEFLIN

DICK HAYMES-RITA HAYWORTH

Producer-Star (CRYSTAL BAY PROD.)

Two pictures in two years

HAROLD HECHT-BURT LANCASTER

Producer-Director-Star (HECHT-LANCASTER PROD.)

"THE KENTUCKIAN"—Technicolor—CinemaScope starring BURT LANCASTER with DIANNE FOSTER, DIANA LYNN

"MARTY"—starring ERNEST BORGNINE, BETSY BLAIR

"TRAPEZE"—starring BURT LANCASTER, GINA LOLLOBRIGIDA, TONY CURTIS

"THE WAY WEST"

"TOO MUCH MAN"

"ELEPHANT BILL"

"THE TALL DARK MAN"

"TELL IT ON THE DRUMS"

"UNTIL THEY SAIL"

"KITTY HAWK"

LEW KERNER

Producer

"STUDS LONIGAN"

STANLEY KRAMER

Producer-Director

"NOT AS A STRANGER"—starring OLIVIA de HAVILLAND, ROBERT MITCHUM, FRANK SINATRA, GLORIA GRAHAME, BRODERICK CRAWFORD, CHARLES BICKFORD

"THE PRIDE AND THE PASSION"—Technicolor VistaVision

NORMAN KRASNA

Producer-Director-Writer

"THE AMBASSADOR'S DAUGHTER"

"KIND SIR"

ANATOLE LITVAK

Producer-Director

Three pictures in four years

ILYA LOPERT

Producer

"SUMMERTIME"—Technicolor—starring KATHARINE HEPBURN, ROSSANO BRAZZI

In association with London Films

"RICHARD III" (IN ASSOCIATION WITH LAURENCE OLIVIER) Technicolor—VistaVision—starring LAURENCE OLIVIER, CLAIRE BLOOM, RALPH RICHARDSON, MICHAEL REDGRAVE, JOHN GIELGUD, JOHN MILLS

"THE LUCKY KID"—Eastman Color—starring CELIA JOHNSON

"THE MAN WHO LOVED REDHEADS"—Technicolor starring MOIRA SHEARER, JOHN JUSTIN

JOS. L. MANKIEWICZ

Producer-Director-Writer (FIGARO, INC.)

Four pictures in three years

VICTOR MATURE

Producer-Star

Six pictures in five years

DAVID MILLER

Producer-Director

"THE SHORT WEEK-END"

ROBERT MITCHUM

Producer-Star (DRM PRODUCTIONS)

Five productions in four years

1. **"FOREIGN INTRIGUE"** (IN ASSOCIATION WITH SHELDON REYNOLDS)
2. **"BANDITO"** (IN ASSOCIATION WITH ROBERT L. JACKS)

EXCITEMENT...



EDWARD and WILLIAM NASSOUR

Producers

"THE BEAST OF HOLLOW MOUNTAIN"
Eastman Color—CinemaScope—RegiScope
starring GUY MADISON, PATRICIA MEDINA

"RING AROUND SATURN"—Color—RegiScope

ROBERT PARRISH and TOM LEA

Producer-Director

"THE WONDERFUL COUNTRY"

PINE-THOMAS-SHANE

Producers

"LINCOLN McKEEVER"—starring JAMES CAGNEY
"MOUNTAINS HAVE NO SHADOWS"
"THE BIG CAPER"

OTTO PREMINGER

Producer-Director

Three pictures in three years

1. "THE MAN WITH THE GOLDEN ARM"
starring FRANK SINATRA

SHELDON REYNOLDS

Producer-Director-Writer (MANDEVILLE FILMS, S.A.)

"FOREIGN INTRIGUE" (IN ASSOCIATION WITH ROBERT MITCHUM)
starring ROBERT MITCHUM

ROBERT ROSSEN

Producer-Director-Writer

Two pictures in two years

1. "ALEXANDER THE GREAT"—Technicolor—CinemaScope
starring RICHARD BURTON, FREDRIC MARCH, DANIELLE DARRIEUX, CLAIRE BLOOM

SABRE PRODUCTIONS

Producer-Director (FRANK SELTZER, VICTOR ORSATTI, JOSEPH NEWMAN)

"FLIGHT FROM HONG KONG"—starring ANTHONY QUINN
"THE BOSS"
"MR. TEX"

VICTOR SAVILLE

Producer-Director (PARKLANE PICTURES)

"KISS ME DEADLY"—starring RALPH MEEKER
"MY GUN IS QUICK"
"A MOST CONTAGIOUS GAME"
"ONE LONELY NIGHT"
"BIG KILL"

AUBREY SCHENCK and HOWARD W. KOCH

Producer-Director (BEL-AIR PROD.)

Six pictures in two years

1. "BIG HOUSE, U.S.A."—starring BRODERICK CRAWFORD, RALPH MEEKER

2. "DESERT SANDS"—Technicolor—SuperScope
starring RALPH MEEKER, MARLA ENGLISH, J. CARROL NAISH

3. "FORT YUMA"—Technicolor—starring PETER GRAVES, JOHN HUDSON

4. "REBEL IN TOWN"

5. "THREE BAD SISTERS"

FRANK SINATRA

Producer-Star (OXFORD PRODUCTIONS)

Five pictures in four years

1. "ONE WAY OUT"

EDWARD SMALL

Producer

"THE NAKED STREET"—starring ANTHONY QUINN, FARLEY GRANGER, ANNE BANCROFT
"TOP GUN"—starring STERLING HAYDEN
"GOD IS IN MY CORNER"
"THE LAST NOTCH"

ROBERT WATERFIELD-JANE RUSSELL

Producer-Star (RUSS-FIELD CORP.)

"GENTLEMEN MARRY BRUNETTES"—Technicolor CinemaScope—starring JANE RUSSELL, JEANNE CRAIN
"THE LAST MAN IN WAGON MOUND"—Color Widescreen—starring CLARK GABLE
"RUN FOR THE SUN"—starring RICHARD WIDMARK
"THE GREAT MANHUNT"
"WAY OF AN EAGLE"
"OIL FIELD STORY" (Untitled)

ORSON WELLES

Producer-Director-Star

"OTHELLO"

CORNEL WILDE

Producer-Star (THEODORA PROD.)

"STORM FEAR"—co-starring JEAN WALLACE

CREATIVE MANPOWER!
SCREEN EXCITEMENT!
AND IT'S ALL BACKED UP BY
SELLING POWER!

THRU UA

HOLLYWOOD
on the march

By SAMUEL D. BERNS

Hollywood, Aug. 7

HOW'S this for a main title opener? George Gobel will cilmb up the "Paramount mountain" trade mark, sit down on the top, slightly winded, brush himself off and introduce himself to the audience. . . . Norman Taurog can take credit for the idea.

☆

Lazlo Benedek is back from Europe after directing one in German for Eric Pommer titled, "Children, Mothers and a General."

☆

Lou Forbes completed two musical scores for Ben Bogeaus and was held over to write and direct Ben's current production, "Slightly Scarlet," for arkayo.

☆

Marlon Brando is anxious to find a western he can star in for his own company.

☆

Robert Gottschalk has $135,000 to spend on expanding his Panavision plant in West L. A., with James Berry moving over from KNX to head up production control on M.G.M.'s 65mm. system and on the Panatar 16mm. anamorphic camera and projection department.

☆

Esther Williams has signed a new deal with her alma mater and will swim through three features during the next five years.

☆

With twice as many people now needed to play the lengthy list of important characters in "War and Peace" it's a wonder everyone in Hollywood isn't working abroad. Now its Arlene Dahl on the passport list to play Princess Helene, the most beautiful woman in Moscow and the wife of Henry Fonda . . . in the PontideLaurentiis' version.

☆

Marla English, the very pretty and talented Paramount contractee, was picked by producer-director Edward Dmytryk for an important role in "The Mountain," the Spencer Tracy starrer.

☆

The release date of M.G.M.'s "Trial" is being pushed up after some very exciting screening reactions. The film has Glenn Ford and Dorothy McGuire in the top spots.

☆

Broadway will have to vie with TV for reaching the mind's eye of film producers with projects like "Marty," "Twelve Angry Men," "The Last Notch," "A Stone For Danny Fisher," and now Paddy Chayefsky's "The Catered Affair" also reaching their pocketbooks.

☆

Richard Quine, who directed the musical version of "My Sister Eileen," for Columbia, recalls the old days when you could stop a plot dead and introduce a "specialty number." "Today," Quine points out, "a musical comedy on stage or screen is a mosaic of teamwork, with the acting, songs, dances and costumes forming a literate entity of the entertainment."

Review

"The Girl Rush"

(Paramount)
(VistaVision)

Hollywood, Aug. 7

ROSALIND RUSSELL brings much of her recent Broadway experience to a tailor-made musical comedy role for her return to the screen.

For background appeal, audiences will have a chance to live-it-up at Las Vegas, with authentic location filming at the famous Flamingo Hotel, action at the gaming tables and some excellent montage effects exploiting the gamblers' paradise.

"Girl Rush" is zany, escapist entertainment that makes "characters" out of characters instead of plot out of the situations.

Miss Russell's legs are prominently featured throughout, as they run the gamut of musical numbers and costume changes. The concentration on this aspect inspired a national exploitation campaign to find a pair of gams that match the star's.

Fernando Lamas, Eddie Albert and Gloria De Haven, who delivers the best song of the film, "Occasional Man," find themselves tie-ing on to the action created by Miss Russell; but it remains for Marion Lorne, known for her antics on the Mr. Peepers TV show, and an excellent trio of male dancers, headed by Robert Fortier, to capture most of the attention.

The screenplay by Robert Pirosh, who also directed the film, and Jerome Davis, based on a story by Phoebe and Henry Ephron, brings Rosalind Russell to Las Vegas as heir to a partnership with James Gleason in a dilapidated hotel. On arriving, she finds Gleason has placed the deed in jeopardy unless money can be raised to pay off a gambling debt to Fernando Lamas, owner of the Flamingo.

Eddie Albert appears on the scene as the son of a millionaire in search of a hotel investment and immediately becomes the target for the solution to Miss Russell's problem. She manages to put the hotel in shape, taking the Flamingo's best help and headline act away for more money. This move, prompted by her belief that Lamas tried to make love to her in order to acquire the hotel for himself, backfires.

Miss Russell realizes she was mistaken about Lamas as he appears to be gambling away his money at her tables. When she spots all lights out at the Flamingo and follows him to the bus depot in the belief he's leaving town broke, she confesses her love for him. All ends happily even though she discovers this latest act of his is nothing more than a ruse to gain her sympathy.

The musical numbers by Hugh Martin and Ralph Blane were staged by Robert Alton, who also served in the capacity of associate producer.

Frederick Brisson packed his production with 11 songs that should keep the disc jockeys busy spinning plugs for the release later this month.

Running time, 85 minutes. General classification. Release in August.

SAMUEL D. BERNS

See Prior Restraint In New Mass. $2 Sunday License Bill

Special to THE DAILY

BOSTON, Aug. 7.—In the new bill filed by the Mercantile Affairs Committee which asks for the restoring of the $2 Sunday licensing fee for public entertainment, a clause has been inserted authorizing the mayor, selectmen or Commissioner of Public Safety to deny a license for entertainment which promised to be "lewd, indecent or obscene."

In the opinion of experts, this clause would constitute restraint of freedom of speech and is in direct opposition to the Supreme Judicial Court's recent ruling on the subject. In an editorial in the Boston "Herald," it begs the House to delete the entire clause as being against the First and 14th Amendments.

"What the court found unconstitutional last month was prior restraint, not prior restraint on grounds of immorality, sacrilege or some other specific cause. Anyway you look at it, the licensing proposal in this bill would constitute prior restraint on freedom of speech. We see no reason to suppose the court has changed its mind so soon. The House should strike out the offensive clause before acting on the basic bill."

Radio-TV Set Output Continues to Gain, RETMA Reports

From THE DAILY Bureau

WASHINGTON, Aug. 7.—Television set production during the first six months of this year was over 34 per cent higher than during the same period of 1954 while radio production increased by more than 44 per cent, the Radio-Electronics-Television Manufacturers Association reported here at the weekend.

Television set production was reported to have been 589,973 in June, a five-week reporting period, compared with 467,394 sets manufactured in four-week May and 544,142 in June, 1954.

During the first half of this year, 3,828,793 TV receivers were manufactured, RETMA reported, compared with 2,845,147 sets produced in the same period of 1954.

May radio production was reported to have been 1,204,935 compared with 1,114,035 sets turned out in May and 837,655 radios manufactured in June, 1954, the association statement, issued at the weekend, added.

In the six-month period, 7,058,889 radios were produced, the association said, compared with 4,886,559 receivers manufactured in the like 1954 period.

'U'-Foreign Grosses Top 1954 Figures

Universal Pictures' business in the foreign market during the first six months of 1955 has been "far in excess" of the like 1954 period, Americo Aboaf, vice-president in charge of foreign distribution, declared here at the weekend.

"In all territories, despite currency devaluations and fluctuations in certain markets, we have registered a substantial increase in billings dollarwise," Aboaf stated.

Mann's World, Minn., Settles With Union

Special to THE DAILY

MINNEAPOLIS, Aug. 7.—Ted Mann's independent World Theatre, loop first-run and art house, was back in operation Friday afternoon after a 24-hour walkout by union projectionists honoring a picket line established by local IATSE stagehands.

The small, 400-seat house reopened three weeks ago after a $150,000 remodelling job and has been registering record grosses with "Not As A Stranger." Mann has operated the small house with a one-man booth and without a stagehand. When the Minneapolis local demanded that he hire a stagehand last week, Mann refused and the picket line was established Thursday afternoon. It was understood that Mann finally acceded to the union demand and the theatre was reopened.

Mann headed the independent exhibitors committee team in prolonged negotiations with projectionists last winter.

Louisiana Firm

(*Continued from page* 1)

Sid Havener, of Southern Amusement Co. is manager in charge of the buying and booking.

Theatres thus far acquired are the Southern Amusement Theatres including the Paramount, Arcade, Dixie, Ritz and Victory indoor theatres and the Round-up and Surf Drive-Ins, Lake Charles; Lake, Westlake; Uptown, DeRidder; Polk, Leesville; Many, Many; Venus, Winfield; Bailey, Bunkie; Bailey, Marksville; Bailey, Ville Platte; Bailey, Tallulah; Rice, Crowley; Strand, Jennings; Cane, Natchitoches; Jefferson, Lafayette; Maynard's Don, Natchitoches; Broussards Bruce and Chief indoor theatres and Trail Drive-In, Crowley; W. R. Younger's Chief Drive-In, Natchitoches; Guidry's Pat, Lafayette; Milton Guidry and Associates' Nona, Lafayette; Evangeline Theatres, Inc., Seller Bros., E. R. and R. A., and the Guidry's, Milton and Al Hub, Twin and Lafayette Drive-Ins, Lafayette, all in Louisiana.

Also associated in the organization are E. R. Sellers, Milton Guidry and Baillio.

Utah-Idaho

(*Continued from page* 1)

of Westates Theatres has announced that his theatre group has approved and urged its membership to fully support Exhibitors Film Financial Group and to cooperate with the COMPO Audience Awards program.

SAG Strike

(Continued from page 1)

cept companies which have signed unilateral contracts with SAG subject to revision if more favorable terms are granted elsewhere, no television film producers are in active production now. The seven independents are unaffiliated with the Association of Motion Picture Producers, or the Association of Television Film Producers.

There were 43 films in production when the strike started Friday morning. Shutdown of television film production affects large numbers of writers, directors, cameramen, technicians, stagehands, and other studio workers, as well as actors.

Estimate Joblessness

Estimates of unemployment due to the strike range as high as 4,500 and as low as 3,000. If the strike continues for an extended period, studio leases and contracts can become involved, in addition to agency contracts with sponsors, although the latter are believed to contain escape clauses covering strike situations.

Although the possibility for quick negotiations always are present in Hollywood, none were in prospect as weekend calm settled over the community.

'Benson' Will Open 'Largest' Drive-In

HARTFORD, Aug. 7.—Universal-International's "Private War of Major Benson" has been selected as opening attraction for Wednesday night's premiere of the new half-million dollar, 2,070-car capacity Meadows Drive-In Theatre.

A delegation of exhibition and distribution representatives will attend the opening, hosted by Phil and Dick Smith of Smith Management Co., which is leasing the project, believed to be world's largest drive-in, from the A. J. (Jack) Bronstein interests of Hartford.

The Meadows is the initial open air within city limits.

Legion Puts 3 In Class "B"

Three films were put in Class B by the National Legion of Decency in the organization's latest review of films.

They are: "Betrayed Woman," Allied Artists, for "low moral tone"; "The Big Bluff," United Artists, for "suggestive situations; low moral tone"; and "The Kentuckian," United Artists, for "excessive brutality."

Sidney Says

(Continued from page 1)

location shooting of Columbia's "The Eddie Duchin Story," commenting on the craft workers unions proposal, said that "talents with assignments 'back-to-back' would have to make new arrangements and, in turn, cause production to slow up."

The SDG president said that he is not aware of the exact IA proposals, but that it is his opinion, which has been formulated from what has been read and heard about the matter.

Sidney said that his next film would be "International Revue" which M-G-M might make in the Cinerama process. Discussions on this are underway now, he stated.

British Producers in Special Effort to Promote Their Films at Venice Festival

From THE DAILY Bureau

LONDON, Aug. 7.—British producers are to make their biggest effort yet to impress the world with Britain's film progress at the Venice Festival, Aug. 25 to Sept. 10.

"This will be the boldest campaign Britain has organised at any festival," stated Sir Henry French, director-general of the British Film Producers Assn., "and we are entering upon it with the greatest possible enthusiasm."

In his capacity as president of the B.F.P.A., John Davis, managing director of the J. Arthur Rank Organization, will lead the delegation. With him will go Sir Henry and Robert Clark, executive producer of Associated British. They will head a strong contingent of producers, directors and the biggest group of British stars ever to fly abroad on such a mission.

An Information Centre and social engagements are being planned to spotlight attention on the marked advance of British films in recent years.

Two British films, the maximum permitted under the rules, have been entered. They are "Doctor at Sea" and "John and Julie." It is hoped, however, that two others, "Geordie" and "The Deep Blue Sea," will be invited by the festival authorities.

'White Paper' Issued

U.K. Board of Trade Announces Future Plans for British Lion

By WILLIAM PAY

LONDON, Aug. 7.—The Board of Trade has formally announced, in a government White Paper, financial arrangements for the liquidation of Lion Films, Ltd.

Last January the government's National Film Finance Corp. wrote-off its £3 million ($8,400,000) secured loan to British Lion and announced the formation of a new distribution organisation. That arrangement left the N.F.F.C. still liable for interest on its borrowings from the Treasury through the Board of Trade. The Cinematograph Loans Act (1954), however, permits other provisions to be made when loan repayments necessitate harmful consequences to the production of films.

This White Paper, therefore, allows for the postponement and remission of payments due from the N.F.F.C. on the £3 million loan. It also empowers the N.F.F.C. to:

Pay £964,000 to satisfy bank loans and creditors of the British Lion Film Corporation, outstanding when the Corporation was liquidated in respect of which the N.F.F.C. has given undertakings to permit the corporation's business to continue.

Subscribe in cash at par for £160,000 five per cent unsecured loan stock in the film company and to transfer this stock to the British Lion Studio Company in satisfaction of a debt which was guaranteed by the N.F.F.C.

In satisfaction of these arrangements, the receiver and manager of the corporation will repay £555,000 to the N.F.F.C. and transfer the remaining assets of the film corporation to British Lion Films, Ltd., in exchange for 600,000 fully paid ordinary shares of £1 each in the new company. These shares are to be transferred to the N.F.F.C. in satisfaction of the loan.

Weiser, 73

HOLLYWOOD, Aug. 7.—Funeral services were held today in San Fernando for Bernard Weiser, 73. The widow, sons Harold and Martin, the latter advertising and publicity director of Lippert Pictures, survive.

Houston V.C. Forms Women's Auxiliary

HOUSTON, Aug. 7. — Variety Club's Women's Auxiliary No. 14 has been organized in the club rooms in the Montague Hotel. Chief barker Mack Howard welcomed the group, telling them they were badly needed to help in Variety's work. The chief appointed a chairman, Mrs. W. E. Barhorst, who, in turn, appointed other committee chairmen and officers. This group will serve until the first of the year, or until it is deemed proper to hold a regular election of officers.

Committees are: Welfare program and boys' club, Mrs. Paul Boesch, Mrs. Jerry Kirby and Mrs. Mike Conti; program and entertainment, Mrs. Al Lever, Mrs. Lester Kamin and Mrs. Art Hughes; Membership: Mrs. L. C. Baxley, Miss Johnnie Armstrong and Ruth Marie Kelly; publicity: Eve Amigone, Mrs. Chuck Lewis and Mrs. Leslie Hunt; vice chairman, Mrs. Augie Schmitt; extension: Mrs. Mack Howard, Mrs. Al Gardner and Mrs. Al Mortensen. Secretary-treasurer is Mrs. B. White.

Three Banks in New Loan to Chesapeake

Chesapeake Industries, Inc., has completed arrangements for a new $6,000,000, five-year loan at 4½ per cent from a group of three banks, William C. MacMillen, Jr., president of Chesapeake, announced. Proceeds of the loan will be used as follows: $4,000,000 to refund present bank loans and $2,000,000 to be added to working capital.

Banks which joined in making the loan were the First National Bank of Boston, Fidelity-Philadelphia Trust Co. and the Marine Midland Trust Co. of New York.

Chesapeake has moved its New York City headquarters office from 105 E. 106th St. to 11 West 42nd.

PEOPLE

Lois New, formerly with Howco Films in Atlanta, now is in the booking department of Allied Artists Southern Exchanges.

¤

Mary Miles Daughters, who participated as Miss Texas in the recent Miss Universe beauty contest, will visit 11 Texas cities for promotional appearances in connection with the San Antonio world premiere of Universal's "To Hell and Back."

¤

Mary Jarvis, formerly with IFE, has joined the ABC Booking Service in Atlanta as a secretary.

¤

Mildred Cashy and **Shirley Hicks** are new personnel at Atlanta's Howco exchange.

¤

Ralston H. Coffin has been elected vice-president of advertising and sales promotion of Radio Corp. of America. **Coffin** has been director of advertising and sales promotion of RCA for the last 18 months.

¤

George A. Gillette, Jr., of Brighton, N. Y., has been appointed an assistant director of the Eastman Kodak Company patent department. **Gillette,** a member of the Kodak patent department since he joined the company in 1930, will have broadened responsibilities in connection with trademarks as well as patent work relating to electronic and photographic apparatus. **Donald H. Stewart** continues as an assistant director of the patent department.

¤

Michael Woulfe, chief designer at RKO Studio for the past seven years, tendered his resignation on Friday and after a vacation will announce his future plans.

¤

Frank Norris, former office manager and head booker at Fox Midwest, has been named manager of the Denver Shipping and Inspection Co., a branch of Exhibitors Film Delivery of Kansas City. **Norris** has been on Kansas City's Film Row since 1939.

Correction

Due to an inadvertent error, Russell Downing, president and managing director of Radio City Music Hall, was represented in an interview in Friday's MOTION PICTURE DAILY as having compared the current 10 to 12 films used by the Music Hall annually with more than "30 per year used during the war years."

In 1946, the peak motion picture attendance year, the Music Hall used only eight films, compared to the 30 or more used in the first years after its opening in the early 1930s.

TO CATCH A THIEF IS RUNNING AWAY WITH BOXOFFICE GROSSES!

PARAMOUNT PRESENTS

CARY GRANT
AND
GRACE KELLY
in ALFRED HITCHCOCK'S
TO CATCH A THIEF

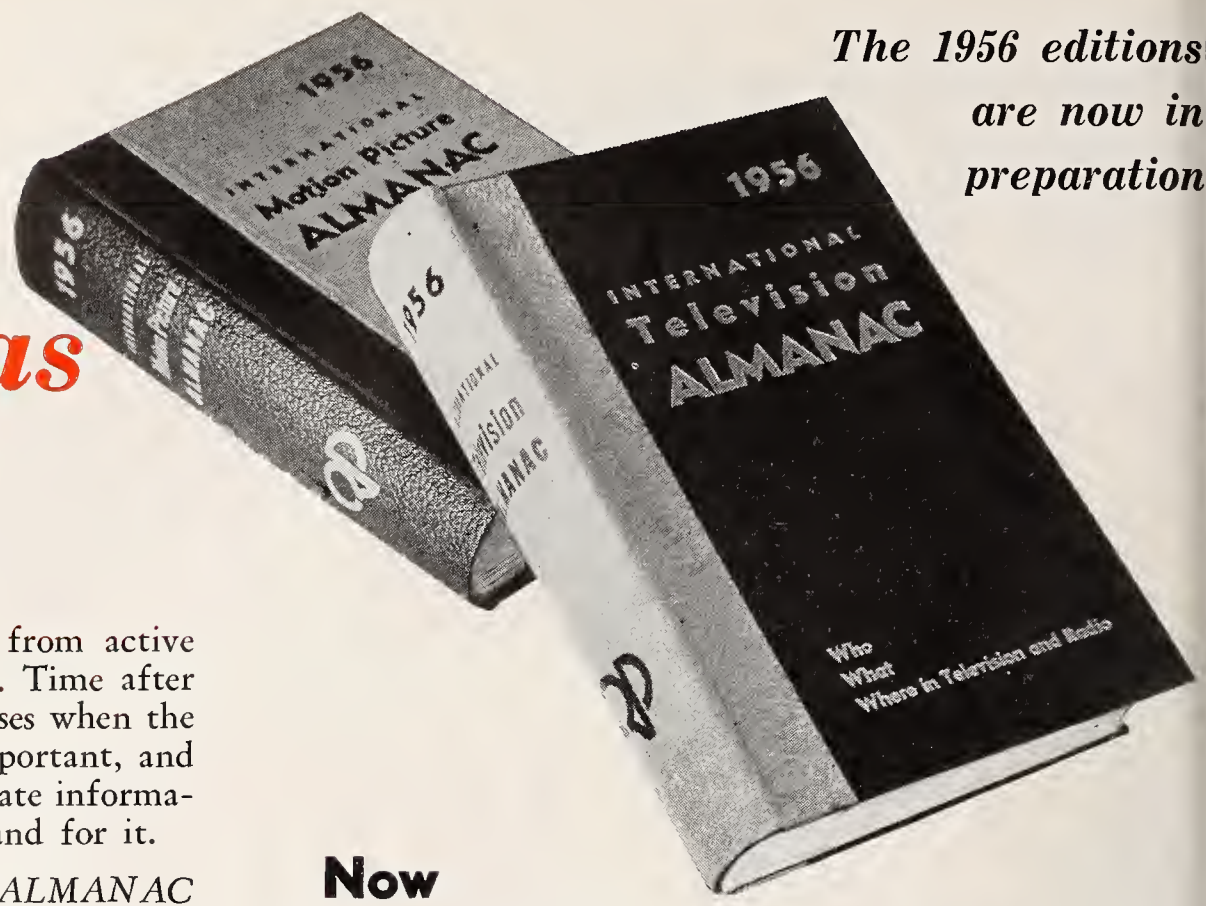
Color by TECHNICOLOR
with JESSIE ROYCE LANDIS • JOHN WILLIAMS
Directed by ALFRED HITCHCOCK
Screenplay by JOHN MICHAEL HAYES
Based on the novel by David Dodge

PHILADELPHIA
Trans-Lux Theatre
House Record
opening day.
Second day *ditto!*

LOS ANGELES
Hollywood Paramount Theatre
Top Business
in the "Strategic Air Command" . . . "Country Girl" class!

NEW YORK
Paramount Theatre
Sensational Opening
indicates Paramount Pictures' BIG one for 1955. — *And that's big!*

"The best friend your desk has ever had"



The 1956 editions are now in preparation

That's a paraphrase of hundreds of letters from active executives to the editor of the *ALMANAC*. Time after time such letters have told of the specific cases when the writer was able to accomplish something important, and quickly, through having this source of accurate information available by merely reaching out his hand for it.

Much of the important information in the *ALMANAC* cannot be found elsewhere — and nowhere else can any of its information be found so quickly. Each of the *ALMANACS* is organized in 15 *thumb-indexed* sections. They are designed for constant use—and they certainly get it, at thousands of executive desks every day!

Wherever motion pictures are produced, distributed or written about—throughout the world—the standing of *Motion Picture ALMANAC* is unique. It is unquestionably *the* standard reference on "Who," "What," "Where" for the entire industry. Now, with its Television sections having become a separate complete volume, the motion picture volume is adding new and important data.

This is a revised, expanded, even-more-useful-than-ever-before edition of *International Motion Picture ALMANAC*. Its 15 thumb-indexed sections are: Who's Who, Statistics, Corporate Structure, Circuit Lists, Drive-in Lists, Pictures (11-year list, with details), Awards, Codes, Organizations, Services, Equipment, Press, Great Britain, World Market, Non-Theatrical. The first page of each section contains an index of the section contents, additional to the complete index for the entire book. In the new edition it is even more simple to find exactly what you want to know—*in seconds.*

Now Television is to have its own ALMANAC . . . and here is an outline of its contents—

THUMB-INDEXED SECTIONS: (1) **WHO's WHO**—over 11,000 concise biographies, the industry's **ONLY** real "Who's Who"; (2) **PRODUCERS** and **DISTRIBUTORS**—of everything for TV time; (3) **PROGRAMS**—an A to Z list of all shows nationally available, with all pertinent information; (4) **SERVICES & EQUIPMENT**—all types of services for TV production, including film and music libraries, laboratories, studio equipment, etc.; (5) **CORPS.**—corporate structure and executive personnel of the companies in or related to TV; (6) **MOTION PICTURES**—list of over 4,000 features from 1944 to now, with factual data; (7) **TV STATIONS**—full listings, with data; (8) **AGENCIES & STATION REPS**—full listings, with data and TV execs.; (9) **STATISTICS**—many up-to-date facts and figures of the needed kinds, plus highlight-review of the year; (10) **CODES**—with full text of TV Code and background data; (11) **AWARDS**—lists of winning shows and performers; (12) **ORGANIZATIONS**—national and regional, with officers, etc.; (13) **CANADA**—complete breakdown of TV in Dominion; (14) **GREAT BRITAIN**—breakdown of TV data, commercial and non-commercial; (15) **WORLD MARKET**—listings and status, country-by-country; Also: **PRESS** listings, **RADIO** information and a mine of other reliable data—all up-to-date and cross-indexed.

A word about the "Who's Who" in the ALMANACS . . .

The term has been used similarly by other books in these fields. Only the ALMANACS contain a real "Who's Who"—not merely a list of a few dozen selected names, but over 11,000 actual biographies of personalities and executives in the motion picture and television fields—occupying over 300 pages. The complete "Who's Who" is in both volumes of the ALMANAC—and *only* in the ALMANAC.



Edited by CHARLES S. AARONSON

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Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

Spotlighting the News

▶ **PAY FOR RE-RUNS**—If all concerned are not careful, extra pay for television re-runs will be a frankenstein forcing costs to such levels that sponsors may shift budgets to other media. The current strike of the Screen Actors Guild is an attempt to establish a refinement of a principle already agreed upon. If the strike is settled along the lines of the agreement made before the strike deadline by two producers the total re-run wages for six or more runs will total 175% of the minimum actors' scales. You may be sure that directors, writers, producers, cameramen and others concerned in production think they have as much right to additional pay for re-runs as the performers.

▶ **PREDICTIONS** — Don G. Mitchell, president and chairman of the board of Sylvania Electric Products, Inc., speaking in Chicago recently, predicted that sales of television sets will average close to 7,000,000 units annually for the next decade, with this year's sales approximating 7,200,000 and having a chance of topping last year's record high of 7,300,000. At the same time, A. L. Chapman, Sylvania vice-president, predicted sales of about 35,000 color receivers this year, with a jump to 250,000 or more in 1956.

▶ **LIVE vs. FILM** — Uncertainties about the future trend of producing shows live or on film is delaying much needed long range thinking. These uncertainties extend to the highest echelons. Those who have to make the basic decisions want to be right on this one. They have to be. If major programs are to be staged live indefinitely much will have to be done to improve studio facilities well beyond what is even in the blueprint stage. On the other hand if the trend to advance recording is accelerated and becomes all-embracing (be it recording on film, tape or some electronic memory brain), television shows could be made anytime, anywhere—meaning Hollywood. There is only one major interest in the present situation which is completely indifferent to what happens. It is the Telephone Company. Despite what some believe, the present large revenues from leased lines and relay facilities have no fixed place in the phone company's set-up. Every TV facility owned by the Telephone Company is readily adaptable to telephone use. A switchover to film by television would simply mean that the cost of long distance phoning would be slashed. Released facilities would then carry a greatly increased volume of calls, to the Telephone Company's financial benefit. Long distance direct dialing is preparing the way.

▶ **BIG TEST**—"To test the selling muscles of television for department stores," WRCA-TV is cooperating with two of New York City's biggest and best, Macy's and Abraham & Straus, in a 10-week advertising campaign beginning August 15 and designed to find out what retailers should and should not do in TV advertising. The campaigns will utilize 10 and 20-second station breaks, as well as one-minute commercial participation, and will spotlight departmental promotions as well as specific items.

▶ **UPA**—As in the best United Productions of America cartoons for theatrical release, there is more in the UPA-CBS-TV agreement, announced last week, than immediately meets the eye. Under the terms of the agreement, UPA, which already has made its mark as a producer of attractive TV commercials, will produce a series of 30-minute, all-color variety-cartoon programs "designed for the entire family." The pact also—and not so incidentally—provides for a full-length animated feature film for theatres to be financed in large part by CBS. The network also may be entering the theatrical field by way of that series of 90-minute film dramas in color which Orson Welles is scheduled to produce. NBC, along the same line, is sliding into the theatrical field by way of its arrangement with Sir Alexander Korda on his "The Constant Husband," and some other deals which have not been confirmed. That UPA television series, by the way, may very well go on CBS on Wednesday nights in a time period opposite Walt Disney's fabulous "Disneyland" on ABC-TV.

▶ **EXPANDING MAJORS**—General Teleradio's broad strengthening of its entertainment industry position through its purchase of RKO has set heads elsewhere thinking about similar "diversification" or protecting access to "raw material." In the wake of this deal has come, naturally enough, revival of rumors of major broadcasters buying control of major film companies and vice versa. Before three years are out—perhaps much sooner—more corporate integration of major factors in the entertainment industry are likely to the point of being virtually inevitable.

▶ **SATURATION**—The benefits to be had from saturation methods over the years, have been proved countless times in fields of endeavor ranging from courting a blonde to publicizing such a mechanical wonder as King Kong. Last week, the Aluminum Company of America and NBC announced an agreement for an unique, all-day vertical saturation campaign (December 6)

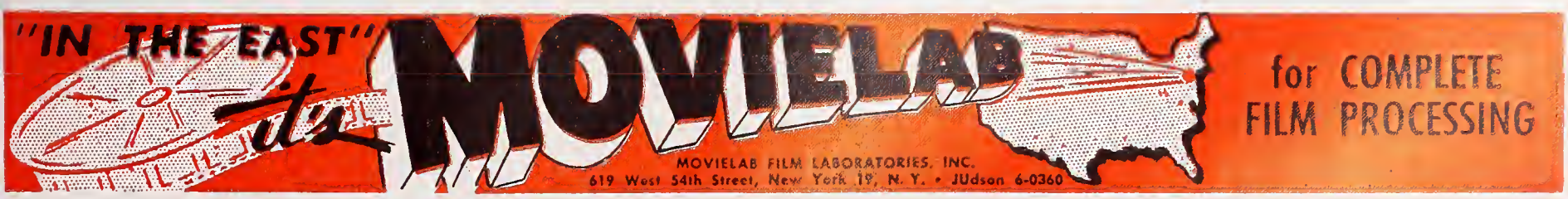
(Continued on following page)

In Our View

THERE HAS developed in recent weeks a considerable rush to the battlements on the part of critics, editors and just folks about the matter of television programs utilizing scenes from theatrical motion pictures. These defenders are a-whoopin' and a-hollerin' that the television is becoming just one big trailer institution for the motion picture. Seems to be a convenient and ready-to-hand "cause" to latch on to.

Actually, there is little reason for alarm. The one basic point which seems to have been overlooked in the smoke and haze is that the public itself will take care of the matter with neatness and dispatch whenever the situation gets out of hand. Aside from that, the theatrical motion picture always has been, and likely will continue to be, a source of genuine interest to a vast body of the public, as witness the veritable army of correspondents covering Hollywood, and as such is entirely legitimate as an enjoyable ingredient of a television program.

Certainly it should not be overdone, but neither should drinking, or beating your wife. It can cause bad feeling. The point is that there is real value to a TV program—and television, and value to the theatrical motion picture as well. This is most emphatically a two-way street. Nobody looks to be getting run over, and everybody benefits.



Passing in Review

"SVENGALI AND THE BLONDE," NBC-TV, 1½ Hours, July 30, 1955. Oldsmobile Division of General Motors.

The promised musical spoof of George Du Maurier's famous old "Trilby" never quite came to fruition in the elaborately staged "Svengali and the Blonde." As produced, directed and co-written by Alan Handley, the production was only a half-hearted attempt at satire and was most reminiscent of early 20th Century operetta which took thwarted love and comic subplots with equal seriousness. The casting of mountainous Carol Channing as "the most beautiful model in all of Paris" was promising, but even she had to play it straight with the exception of one bouncy song about an unattractive kitchen maid who rose to palace success on the flavor of her bouillabaisse. Supporting her were Basil Rathbone, Russell Arms and Ethel Barrymore. The latter, as jaundiced narrator, was very amusing, indeed. Charles Gaynor, besides working on the book, also contributed the words and music.

"LIFE BEGINS AT EIGHTY," ABC-TV, ½ Hour, Live from New York, July 31, 1955. Pharmaceuticals, Inc.

After a reasonably lengthy and successful spell on ABC, then a period on DuMont, and a several months' hiatus, "Life Begins at Eighty" returns again, and again on ABC. The half-hour show, produced by Barry, Enright and Friendly, with the first member of that trio as master of ceremonies, might well be described as of the third member of the trio. It is, indeed, a friendly show. With the caustic and plus-80 Mr. Fred Stein and the "the-show-must-go-on" plus-90 Georgiana Carhart as returned regulars, Barry moves it well on a panel technique. He highlights a dozen or so studio visitors in the over-80 category who are actively in business, as a case in point in asking the viewing audience to cooperate in getting an 86-year-old man a job. Zarumin, the product, is good for what ails you, and in a certain measure, this show has something of the same effect. If they can do it—.

SPOTLIGHT

(Continued)

which will utilize the facilities of eight NBC-TV shows, beginning with "Today" at 7 A.M. and ending with "Tonight" at 1 A.M. the following morning. What NBC describes as "the first such vertical saturation plan in TV history" also marks the first really comprehensive advertiser-use of NBC-TV's spectacular round-the-clock programming which, by December, will include that new daily one-hour drama "Matinee." The results, which will inevitably make a large portion of the American public conscious of "18 categories of Christmas Creations of Aluminum," also will make other advertisers — and other networks — exceedingly conscious of those NBC-TV long-range, up-think plans which now are being implemented.

▶ **TALENT SCOUTS**—Officials of Warner Brothers, producers of the forthcoming 39-week series called "Warner Brothers Presents," and ABC-TV, over whose network the series will be beamed starting September 13, are inviting the television viewers to stand in as talent scouts. "New, fresh and comparatively unknown players" will be featured in the series and Warners and ABC hope the public will find some new stars.

▶ **LIGHT BUILDUP** — While the most recent press stories of successful application of means to build up or magnify light have been in the field of astronomy, the most important commercial applications of one or more of the eventual successful systems will be in home TV. A good, inexpensive light amplification method will remove all barriers in the way of television pictures wall-size in the home. This will release TV from all the production problems inherent in the fact that the audience looks in on a small "stage."

▶ **ANOTHER STUDY**—Prime Minister Louis S. Laurent of Canada has announced that he will appoint a commission to look into the continuing criticism leveled at the privately-owned Canadian TV and radio stations by the government-subsidized Canadian Broadcasting Corporation. The commission will also study the reasons behind the mounting operating costs of the CBC.

▶ **SPEED**—An International News Service "facsimile machine," which allows the telecasting of pictures sent through the machine from points around the world in approximately 30 minutes from the time the pictures are transmitted, has been put into use by WRCA-TV in New York. When the news stories permit, the machine also transmits on-the-scene audio reports on broadcast tape along with the picture. Mrs. Tex McCrary introduced the phenomenon on "Jinx's Diary" Thursday afternoon.

▶ **COLOR PROMOTION** — Television in the United States was brought to the attention of the public by getting early receivers in public places, including many bars. The method worked well. Yet most efforts to promote color television have been by hoping that the reading public will be stimulated to buy color receivers after noting comments of the critics to whom color receivers have been made available. Color television, like black and white, has to be sold by *seeing*, not by reading about it. Look for a change in color set advertising and promotion this Fall.

▶ **TESTING** — As the entertainment media have become more complex auditing has skyrocketed in cost. In this regard the stage had it easiest of all. Screen tests cost in the thousands. However, extensive auditing and experimenting in television through the use of regular technical facilities can be staggering. As one solution Empire Production Corporation has set up in New York a closed circuit studio expressly intended for advertising agency experimental work on both live and filmed commercials.

▶ **EDUCATIONAL TV** — The road continues to be rocky for those who are interested in educational television. It is now evident that at the present rate of development at least a century will pass before the 242 channel allocations reserved for the FCC for educational television are in use. In the past five years only 15 educational stations, of which all but two are non-commercial, have gone on the air. Even the major area of metropolitan New York is without plans for such a station. However, about one-sixth of the population of the country lies within the service area of the small number of educational stations. So far as New York is concerned the Metropolitan Educational Television Association is

(Continued on opposite page)

in this whole-wide MAGNAVISTIC CINEMASCOPIC VISTAVISTIC
CINERAMIC KINESCOPIC film world only . . .
BARNETT INTERNATIONAL FORWARDERS, INC.
• 723 7th AVE., N.Y.C., Circle 5-6080 • 6364 SANTA MONICA BLVD., L. A., HOllywood 4-6221
• CABLE BARINTFOR • est. 1887
. . . is equipped every way for
• RECEIVING, CHECKING AGAINST LAB. & SUPPLY ORDERS, PACKING & SHIPPING
• ALL EXPORT DOCUMENTATION, INSURANCE & FOREIGN COLLECTIONS
• U. S. CUSTOMS CLEARANCES AS GOVERNMENT LICENSED BROKERS
• SHIPPING FILM & EQUIPMENT TO & FROM FOREIGN LOCATION UNITS
• KNOW-HOW OF MORE THAN 70 YEARS' SERVICE

SPOTLIGHT

(Continued)

exploring ways of activating the UHF channel set aside for educational use (No. 25) or hoping that someone some day will provide a VHF channel by gift, default or FCC grant. An educational television station will have enough problems without bucking competition in an all VHF territory. While radio never realized its possibilities as an educational medium, it is almost certain that eventually television will play a significant role in formal education. New York will not be left out, indefinitely.

► **BILLINGS**—Confirming the predictions of others, the authoritative Publishers Information Bureau Thursday reported that gross network TV billings for the first half of this year showed an increased of $47,296,765 over the first half of 1954. Total billings for all four major networks for the six-month period were $197,309,819, compared with $150,013,054 in the 1954 period. The ABC-TV network showed the largest percentage rise — 43.1 per cent. Industry observers look for the increases to continue for the second half of the year and into 1956.

► **TV vs RIOTS**—There have been raised eyebrows in various parts of the country that the Chicago City News Bureau and news directors of the television and radio stations there thought it necessary to draw up a carefully controlled procedure so that stations will not fan riots. Even if such a system was deemed necessary it was bad public relations to make a publicity splash about it, including a statement from the Mayor. Broadcasters are expected to be aware of the power of the instrument in their hands and not to use it in a way which would increase public disorder.

► **COLUMBIA'S GEM** — Other major film producers have been casting envious eyes on the splendid progress in television made by Columbia Pictures' subsidiary, Screen Gems. A year ago the production schedule provided for 65 half-hour filmed shows. Now the schedule is for 273 half-hours. The number of first run national programs increased from two to eight national programs in the same period.

► **HI HO SILVER**—The television promotional possibilities and the theatre gross of "The Life of the Lone Ranger" should be unusual by any standard. The Warner Bros. film stars Clayton Moore in his TV role and has the same faithful Indian, Jay Silverheels. Meanwhile the TV show goes merrily on although the radio show is ended after two decades. Young America would rather look than listen!

THIS 'TALKATIVE' ALLEN FELLOW IS KEEPING OUR MAN UP LATE

Sirs:

This morning *Television Today* is four appearances old and already the desk of one reporter-reviewer is littered with odds and ends which couldn't be categorized for publication in any one of the regular *Television Today* departments. This memo is designed to clear one man's conscience, as well as the way to his apple green blotter.

As you have noticed, I have been arriving at the office later and later on recent mornings. You might have thought that I was being casual about my duties, but if you had, you would have been only partially correct. I have been casual, but not about my duties. You see, I've come under the influence of Casual Television, and since the contact was made comparatively late in life, the results have been only slightly less traumatic than would come from a case of mumps.

More specifically—and perhaps most significantly—I am a victim of Steve Allen's "Tonight" (NBC-TV, 11:15 P.M.-1. A.M., E.D.T., Monday through Friday). I say significant because it is typical of the type of marathon programming that is coming to dominate so much television time. I know the effects which "Tonight" has had on me and I'm wondering what they will be when transmitted on an even larger scale throughout the country and eventually, perhaps, the world.

The hypnosis in Mr. Allen's shows has its basis in its immediate, highly professional, person-to-person casualness, designed, maybe unintentionally, to play down highpoints and raise lowpoints so that 1¾ hours pass as neutrally as possible.

Such large-scale, off-hand intimacy is not new. Bing Crosby long has been a master of the technique. It saved Dave Garroway from the limbo that is now Chicago television, and Arthur Godfrey parlayed it into a six-figure annual income. Before them, the late President Roosevelt pointed the way when he sat down for his first fireside chat in 1933. Now, however, it no longer is the attribute of a few individuals of genuine talent, but a whole *genre* of commercial telecasting that is breeding a new audience, namely me.

Mr. Allen is an extremely likeable gentleman whose wardrobe includes legitimate Harold Lloyd-type glasses and a variety of posh sportjackets. Presently he is operating out of Hollywood where, in the daylight hours, he is playing the title role in Universal's "The Benny Goodman Story." Fulfilling his nightly duties he interviews the handful of special guests, and between the commercials (Suave, Brylcreem, Rayco Seat Covers, Helene Curtis Spray Net, Palmolive Shaving Cream, etc., a large portion of them for the exterior of the head), introduces Skitch Henderson and his band with an occasional vocal, plays with toys which press agents have sent him and makes genial small talk with the studio audience.

"Tonight," as a result, is almost totally devoid of pace. Because of its very nature, in fact, it isn't meant to have any. And it's here that television again strikes out on its own. Pace is paramount in each of the other two visual media—motion pictures and the stage—but not in this new type of television programming. Is this a trend?

Although it's impossible for all of Mr. Allen's remarks to be either funny, pertinent or even partially relevant, the studio audience reacts to everything he says as if each remark contained a splendid *mot juste*. They don't laugh as much as clap, especially when he actually does say something amusing. (We might coin a new word, "claughing," as in "the audience found themselves claughing Mr. Allen's take-off on the Suave commercial." It would be pronounced "clawp-fing." But, like Mr. Allen, I'm wandering from the point.)



Most importantly, especially in respect to the shows which may be expected to be patterned after it, "Tonight" has absolutely no point of view. This may be a reflection of Mr. Allen's personality. It may be that he is tired after a day at the studio. It seems more likely, however, that the lack is inherent in the format. Does any one man have a distinctive point of view on the wide variety of people and things which Mr. Allen meets nightly?

But a point of view is necessary if there's to be any real rapport—pro or con—with the audience. Television—without-a-point-of-view over the years could produce a nation of time killers, claughing mechanically their way to the grave.

At this point you might ask, why do I watch "Tonight," or why do I insist on watching the entire hour and 45 minutes. The answer to the first is that I find it agreeable. Once it's on I'm afraid I'll miss something if I turn it off, a physical action particularly difficult when you have a low center of gravity. Also my experience with "Tonight" has had its rewarding moments.

There was the night Mr. Allen interviewed a marvelously grizzled old gentleman named Lou Long who had once played poker with the Dalton Gang, and the night Oscar Levant, in a state of wry hyper-tension, almost burned up the piano.

Mr. Levant sat down at the piano with a half-gone cigarette, which he placed close to the camera eye on the edge of the keyboard. The camera in the nick of time moved in for a close-up while a not quite hidden hand came in from off-stage and didn't take the cigarette away, but just moved the burning tip a little further out from the lacquered finish. No several moments in my recent televiewing have been so chock full of suspense. At the same time, the incident made us all realize that RCA is just like you and me.

This then will explain what may have appeared to be a certain laxity on my part anent morning arrivals at the office. Frankly, I've been so bleary-eyed at 7 A.M. that I haven't been able to do justice to Faye Emerson substituting for Mr. Garroway on "Today." And Arlene Francis' "Home" will have to wait until I build mine.

Respectfully

Vincent Canby

P.S. The reason all the secretaries get restless when I walk by must be because I'm now using Brylcreem. I tried Helene Curtis Spray Net, but it does nothing for a crew cut.

The Show-Makers

Judy Garland, deseribed with beeoming aeeuraey in the press releases as "one of the great theatrieal personalities of all time," will make her television debut on the premiere program of CBS-TV's "Ford Star Jubilee." The 90-minute program, whieh will be broadeast in eolor "live" from Hollywood, will be produeed by ***Sid Luft****, Miss Garland's husband, and its format most likely will be variety.*

Tim Considine, *15-year-old son of motion pieture produeer* ***John Considine*** *and already a veteran of several theatrieal motion pietures himself, has been signed to star as Spin in the "Spin and Marty" segment of Walt Disney's fortheoming ABC-TV "Miekey Mouse Club."*

Gray Lockwood, *eurrently eamera direetor of NBC-TV's "Caesar Presents" and previously direetor of sueh TV shows as "The Martha Raye Show," "All-Star Revue" and "The Cloek," has been named to direet* ***Perry Como's*** *"The Perry Como Show," the new NBC-TV Saturday night variety program seheduled to get underway September 17.*

Theodore Granik, *founder and produeer of NBC-TV's "Youth Wants to Know" and "Ameriean Forum" programs, flew to Geneva this week with his staff to film two "Youth Wants to Know" programs in eonjunetion with the International Conferenee on Peaeeful Uses of Atomie Energy. The films will be teleeast August 8 and August 20.*

Joseph Cotten *will appear as master-of-eeremonies on CBS-TV's "The 20th Century-Fox Hour," seheduled to be seen on alternate Wednesdays beginning September 21. The General Eleetrie Company is sponsor of the filmed series of one-hour dramas.*

Joseph Schildkraut *will star in and maeabre eartoonist* ***Charles Addams*** *will narrate in* ***Raold Dahl's*** *"The Man from the South" on the NBC-TV Cameo Theatre August 14. The promising story eoneerns a bizarre bet, the stakes of whieh are one man's expensive automobile against the little finger from the other man's left hand.*

Betty Hutton, *who retired from show business after her first NBC-TV speetaeular, will give the medium another go. She's signed with NBC again and will star in an hour-long show, the format of whieh still has to be deeided, in the Tuesday night spot in whieh* ***Milton Berle,*** ***Martha Raye*** *and* ***Bob Hope*** *are alternating.*



THIS IS LOUIS G. COWAN, who, as CBS said the other day "has made 'The $64,000 Question' part of our language"—and who now goes to join that network as television producer. The picture is a vintage one: Mr. Cowan, we are told, never sits still enough these days to be photographed. The restless man, responsible for many innovations, is expected in CBS to deliver "creation of new ideas and new programs."

Nicole Maurey, *the Freneh aetress diseovered by* ***Bing Crosby*** *for his "Little Boy Lost," has been given the starring role in the seeond "Casablanea" produetion of ABC-TV's "Warner Brothers Presents," the series whieh makes its debut September 13.* ***Joy Page*** *has been signed for an important role in the "King's Row" segment of the series.*

Ronald Reagan *and* ***Brian Aherne*** *eo-star in "The Martyr," a drama about the aftermath of the Irish Civil War of 1922, on CBS-TV's General Eleetrie Theatre August 14.*

Wilfred Knapp, *noted Canadian aetor, will make his Ameriean television debut Wednesday night in a starring role in* ***Sutton Vane's*** *"Outward Bound" on CBS-TV's Front Row Center.*

Ida Lupino *stars as the tormented lady whose husband is about to die in the eleetrie ehair in "A Bag of Oranges," getting a repeat performanee over CBS-TV's Singer Four Star Playhouse August 18.*

Gene Rayburn *Thursday evening took over the post of moderator on NBC-TV's "Make the Conneetion," replaeing* ***Jim McKay.*** *This is Mr. Rayburn's first assignment sinee reeovering from a severe attaek of hepatitis.*

Esther Williams *will make her first appearanee as a TV performer when she appears as the guest of* ***Milton Berle*** *on the premiere program of his new NBC-TV eolor produetions September 27. She will be featured singing, daneing and aeting.*

SHOWS ON THE MARK

"The Count of Monte Cristo," a new 39-week TV film series starring George Dolenz in the title role and Faith Domergue in a number of episodes, will be placed in syndication effective August 15 by Television Programs of America, Inc. Producer of the series is Edward Small, TPA board chairman.

The August 17 heavyweight bout between Nino Valdes of Havana and Bob Satterfield of Chicago will be covered at the Chicago Stadium by ABC-TV in the network's regular Wednesday Night Fights program.

NBC-TV will telecast the final hour of the world championship golf tournament from the Tam O'Shanter Country Club near Chicago August 14.

It won't be the Army life of "From Here to Eternity" which Phil Silvers will depict in his forthcoming CBS-TV film comedy series, "You'll Never Get Rich." Mr. Silvers portrays Master Sergeant Bilko, "the smartest operator in the U. S. Army." The series starts September 20.

Radio's famous "Grand Ole Opry," which originated as a regional show in 1926 and has been heard nationally since 1939, will be brought "live" to television audiences every fourth Saturday, beginning in October, by ABC-TV. The hour-long show will retain the format which has carried the radio version through the decades and will originate from its home quarters, the Ryman Auditorium, Nashville, Tenn.

Guild Films' "Confidential File," an expose series starring columnist Paul Coates, gets under way on 120 stations in September. Featured are episodes on horror comics, medical quacks, midgets and the "music publishing racket."

WHO's WHERE

WILLIAM M. DAVIDSON, currently assistant general manager and director of sales for WTAM and WNBK, the NBC-owned stations in Cleveland, has been appointed to the new post of assistant general manager of stations WRCA and WRCA-TV, it was announced last week by **HAMILTON SHEA,** vice-president of NBC in charge of the NBC-owned stations in New York.

GENE ACCAS, ABC's director of advertising, promotion and publicity, has announced the addition of three more persons to the company's publicity departments in New York and Hollywood—all part of the current expansion of ABC publicity services. Those appointed are: **CHRISTIE BARTER,** as assistant photo editor in New York; **JOE WESTON,** as a member of ABC's newly created exploitation unit, and **STAN MORRIS,** as a publicity writer. Both Mr. Weston and Mr. Morris will have their offices in Hollywood.

WILLIAM J. CARPENTER, formerly with WHYN-TV, Springfield, Mass., and WTRI-TV, Albany, has joined the NBC Film Division as a sales representative, **JAKE KEEVER,** national sales manager, announced in New York.

CHARLES R. MARTIN, for many years one of Britain's leading newsreel and documentary cameramen and lately senior film editor for CBC-TV News in Toronto, has joined Audio Pictures, Ltd., Toronto, as a producer-director.

AL FOX, formerly national sales manager of the Grocery Products Division of the Pharma Craft Corporation, has joined the NBC-TV merchandising department.



PEGEEN FITZGERALD . . . now an executive. She's manager of retail merchandising for WRCA and WRCA-TV, and will assist retail stores both as a merchandiser (she was before her broadcasting days a prominent department store executive in marketing and advertising) and as radio conversationalist in "Strictly Pegeen," radio, weekdays 9:35 to 10:00 A.M. She and her husband, of "Breakfast with the Fitzgeralds" were last on ABC television.

HOLLYWOOD, U. S. A.:

Sad SAG Saga: The strike notice cast a pall over studios where TV-film companies, especially those owned by actors, were ad-libbing solutions to the problem. Commissary comments traveling down the counter landed on our paper napkin as: "The nets will suffer, if the product supply is choked." . . . "The agencies will have to come up with more dough for the package to take care of the second run payments." . . . "Boy, this is a good chance to cash in on the residuals." . . . "I don't think a guest star, who gets $3,500, should get as much for the second run, but the actor who gets $250 or less is entitled to something extra." . . . "Gee, we've only got two films in the can for the new season." . . . "I guess we'll have to go live." . . . "If we give in now, then the stage hands, musicians, teamsters, makeup men, everybody will get into the act." . . . "If this goes through, the majors will have to start payin' off for theatrical reissues." . . . Another cup of coffee, please! And an aspirin!

Jack Keller is elated over the response to his offbeat concept for the Colgate Variety Hour, with such shows as Jack Webb's, built around his forthcoming movie, "Pete Kelly's Blues"; the Alberghetti family show, and the premiere of the premiere of the new Beverly Hilton Hotel, with Bergen and McCarthy as hosts. Mr. Keller indicated it would be "anything goes" on future shows. No set format, with the only requirement that all the entertainment be built on an unusual aspect.

Don Fedderson has 14 writers on steady assignment to keep shows like "The Millionaire," "Do You Trust Me" and "Life With Elizabeth" moving with fresh ideas. Writing talent having become a premium for the medium, Don has the "write idea" in working up a stable. . . . **Ed Beloin** is linking three half-hour segments from "This Is Hollywood," telecast last season, and will offer it for world theatrical release under the title, "It Happened in Hollywood."

Klaus Landsberg's KTLA address is now officially 5800 Sunset Blvd. . . . **Bud Yorkin** is in Hawaii filming backgrounds for the Tony Martin Show, leaving Bob Henry with the job of producing-directing "The Soldiers." . . . **Jack Laird** is having his writing arm massaged to take care of assignments for "Cavalcade of America," "Celebrity Playhouse," and the "Big Town" series. . . . **Loretta Young** is out of St. Johns Hospital after a four-month battle with peritonitis, but **Roz Russell** will head a parade of pinch-hitters starting August 30 until she's fully recovered. . . . **Sid Rogell** signed **Linda Darnell** for her TV debut in "One Life," a film for General Electric made by TCF TV Productions. . . . **Mark Stevens** is looking for an unknown young sophisticate, along the lines popularized by **Myrna** "Thin Man" **Loy**, to inject some lighter moments into the Big Town series. . . . And, with **Milton Berle's** arrival at the Burbank NBC Color City, there's a move afoot to change his title of Mr. Television to "Mr. Color Television."



ANDY and some of his gang. That's Andy Devine with Froggy the Gremlin, and a donkey member of the Buster Brown Shoes' sponsored television show, "Andy's Gang." This gets under way next Monday over 110 stations on various days. In most cities, it will be seen beginning Saturday, August 20. Brown Shoe thus marks six years as a television faithful.

Gig Young's identity with the forthcoming weekly Warner Brothers Presents Program is in keeping with the fine caliber of personalities chosen by Chrysler **(Bill Lundigan)** and General Electric **(Ronald Reagan)** to present their topnotch programs. . . . **Loretta Young** bought "The Unexpected Always Happens," an Andre Maurois short story from France and picked "The Last Spring," written by Louis Holz, who's serving with the U. S. Armed Forces in Japan, as two special properties for her new schedule. Her show's new producer, Bert Granet, is reaching out to other parts of the globe in search for more material. . . . **Jim Stone** is in town to coordinate Consolidated's activities between the New York television lab and its Hollywood plant.

—Samuel D. Berns

TV Buys "Fugitive"

The prize-winning film, "The Little Fugitive," distributed theatrically by Joseph Burstyn, Inc., has been purchased by WCBS-TV for exclusive television showings in the New York area.

STAGE SET FOR KICKOFF OF BRITISH COMMERCIAL TV

LONDON: The stage is set for the launching of Britain's commercial television service September 22 when the Independent Television Authority's London station goes on the air at the historic Guildhall with the Lord Mayor of London in attendance.

Associated Broadcasting and Associated-Rediffusion—the two programme contractors appointed to run the London station—have reached an advanced stage of programme planning and report heavy bookings for air-time. AB have sold over £4,000,000 worth and AR around £3,000,000. A substantial portion of these bookings are by British companies with American or Canadian interests. These companies having already experienced the effect of commercial television in North America believe its impact and success in Britain is assured.

THE British Broadcasting Corporation plans better and longer programmes to compete with the coming commercial TV service. Transmissions will be stepped up from 36 to 49 hours a week at an estimated extra weekly cost of £40,000. The number of separate programmes in a week will be increased by 20.

THE BBC has also placed a special order for 12 color television receivers designed for compatible reception. The sets will be delivered by October, when the BBC plans to start the first stage of its experiments in transmitting and receiving colour signals. It is estimated, however, that it will be some years before there is a public colour TV service in Britain.

THE I.T.A. has appointed Bernard Charles Sendall its deputy director-general. He will be in charge of the broad administrative work and policy questions arising from the Television Act, and in particular, of the I.T.A.'s relations with programme contractors.

PERFORMERS in all the commercial television advertising films here are to be paid a minimum studio fee of £7 a day. This has been agreed, in principle, by British Actors' Equity, the Institute of Practitioners in Advertising and the Association of Specialised Film Producers.

The agreed terms will apply to everyone who is seen in or heard on such films, with the exception of musicians, extras, walk-ons and those represented only as doing their normal job. Stand-by fees are at a minimum of £2 a day. Equity said an advertiser had the right to transmit a filmed "commercial" once only from each or any commercial television station in Britain without further payment. Thereafter he could acquire the right to further transmissions on payment of "use fees" to the performer.

MAKES GOOD

LONDON: The Government's single channel television service has paid its own way for the first time since it started in 1936, according to a report by the British Broadcasting Corporation. The BBC said that the increased revenue from the sale of combined sound and TV licenses, by which BBC television service is supported, made the service self-sustaining. Total post office issues of TV licenses rose during the past year by more than 1,250,000 to 4,500,000.

JACK HYLTON, impresario, is to be light entertainment adviser on commercial TV. He has signed a contract with Associated-Rediffusion, Ltd., programme contractors for the Monday to Friday programmes from the London Commercial TV station. Hylton is forming his own television company to produce star and feature programmes which will be available exclusively to Associated-Rediffusion.

GRACIE FIELDS has been signed to appear with Guy Mitchell in AB's first peak-hour "Sunday Night at The Palladium" programme September 25. Her fee is understood to be the largest yet offered to a Palladium TV star. Other stars engaged by AB to appear in the Palladium programmes include Bob Hope, Johnnie Ray, Norman Wisdom and Richard Hearne.

THE British rights of "Dragnet," "Hopalong Cassidy" and "Inner Sanctum" have been bought by Associated Rediffusion. Twenty-six half hours of "Hans Christian Andersen" have been acquired by Associated Broadcasting. Contrariwise, the AB "Robin Hood" filmed series has been sold to American sponsors for $1,500,000.

—WILLIAM PAY





From cocktails to coffee... dining aloft is delightful!

FLY UNITED AIR LINES DC-7s NONSTOP TO LOS ANGELES!

The Continentals

Leave 9:30 a.m.—arrive 3:05 p.m.
Or leave 12 noon—arrive 5:35 p.m.



To a gourmet's delight! Flavorful cocktails . . . crisp chilled salads . . . exciting appetizers . . . hearty main entree . . . flaky French pastries—that's just a sample of the superb meal service on United's "red carpet" nonstops, "The Continentals." Each course is skillfully prepared in United's own flight kitchens by European-trained chefs and rushed piping hot and fresh right to the Mainliner before takeoff.

You'll also find United's big DC-7s—world's fastest airliners—offer just the proper setting for enjoying this wonderful meal. Big, deep-cushioned seats . . . soft lights . . . even a friendly rear lounge. And the service, of course, is excellent with two "girls in blue" to look after your every need.

Plan to take advantage of this fine service soon and you'll agree . . . there's a *difference* when you travel in the Mainliner manner.

UNITED
AIR LINES

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 27 NEW YORK, U. S. A., TUESDAY, AUGUST 9, 1955 TEN CENTS

Financial Survey

Attendance Is Leveling; Film Earnings Rise

Standard & Poor's Finds Export Trade, TV Aiding

While noting that "exact data are not available," Standard & Poor's current analysis of the motion picture industry, released yesterday, finds indications that theatre attendance is "levelling-off at an annual rate of about 50 million weekly," compared to a 1954 average of "49 million and the 1953 average 46 million."

Other findings of the industry survey include:

Theatre revenues, in a slight year-to-year gain, are estimated at approximately $1.3 billion for 1955. "Financial results of theatre operators, however, are being restricted by lagging

(*Continued on page 7*)

Atlas Corp. Holds One-Third of RKO Pictures Corp. Stock

Atlas Corp. held 1,000,000 shares of RKO Pictures Corp. stock as of June 30, last, the company's report to stockholders for the first half of the current year revealed yesterday. Atlas described the holdings, valued at $9,750,000 as of June 30 market quotations, as constituting approximately one-third of the outstanding RKO Pictures stock.

Howard Hughes owns about 1,450,000 shares of the stock of the inactive, former parent company of RKO Radio Pictures, and the remainder of the stock is in the hands of the public.

The Atlas report reiterates that "Discussions have continued with re-

(*Continued on page 6*)

Nassour Bros. Sign Unilateral SAG Pact

From THE DAILY Bureau

HOLLYWOOD, Aug 8. — Producers William and Edward Nassour today became the ninth signatory to unilateral Screen Actors Guild contracts calling for at least a 75 per cent re-payment to actors on the second run of television films.

The contract covers 39 half-hour television films entitled "Sheena, Queen of Jungle," for ABC Film

(*Continued on page 7*)

Equal to $1.33 a Share

Warner Brothers' Nine-Month Earnings Total $3,312,000

Warner Bros. Pictures, Inc. and subsidiary companies yesterday reported for the nine months ending May 28, a net profit of $3,312,000 after a provision of $3,500,000 for Federal income taxes and after a provision of $400,000 for contingent liabilities.

The net profit for the nine months ending May 29, 1954, amounted to $2,536,000 after a provision of $2,250,000 for Federal income taxes and after a provision of $300,000 for liabilities.

Included in the profit for the nine months ending last May 28 is a profit of $15,000 from the sale of capital assets, before provision for Federal income taxes thereon, which compares with a profit from the sale of capital assets of $772,000 for the nine months ending May 29, 1954.

The net profit for the nine months ending May 28 is equivalent to $1.33

(*Continued on page 3*)

O'Shea Moves Into RKO Office Today

Daniel T. O'Shea, newly appointed president of RKO Radio Pictures, will assume his new post officially today when he moves into the company's executive offices in the Americas Building in Rockefeller Center today.

Annual Meeting of Rogers Hospital Directors, Sept. 8-11

The annual meeting of the board of directors of Will Rogers Memorial Hospital has been scheduled for the weekend of Sept. 8-11, A. Montague, president, announced yesterday.



A. Montague

The directors and their guests will leave New York on Thursday, Sept. 8, for Saranac Lake, where they will make their annual visit to the hospital on Friday. They will go to Schroon Lake for the remainder of the weekend where they will be the guests of Herman Robbins, chairman of the

(*Continued on page 7*)

Trade Practices Open to MMPTA

The Metropolitan Motion Picture Theatre Association, of New York, has amended its charter allowing the organization for the first time to engage in trade practices activities, it was acknowledged here yesterday by MMPTA president Emanuel Frisch.



Emanuel Frisch

Frisch confirmed a MOTION PICTURE DAILY field report from Albany, telling of the amendments to MMPTA's certificate of incorporation, first filed in 1946. According to the amendment, action by

(*Continued on page 3*)

Call It 'Disgrace'

Lichtman Hits Allied on Dues For COMPO

Says Organization Can't Function Without Money

By MURRAY HOROWITZ

The opposition of some Allied units to the Council of Motion Picture Organizations' dues drive was termed a "disgrace" here yesterday by Al Lichtman, 20th Century-Fox distribution director and a member of COMPO's governing triumvirate.



Al Lichtman

Lichtman, saying that his current illness prevented him from speaking more forcefully, ridiculed those exhibitors and Allied officials who were "quite willing to profit" by

(*Continued on page 7*)

Arbitration Awaits Group's Approval Of Drafted Content

An arbitration draft has been completed, copies of which are being circulated among interested parties for their study and recommendations, William C. Gehring, executive assistant sales manager of 20th Century-Fox, declared here yesterday.

Gehring, who sat in on the arbitration meetings as an alternate delegate for distribution director Al Lichtman,

(*Continued on page 7*)

Lichtman Will Decide by Next March on Whether He Will Resign 20th-Fox Post

Al Lichtman will decide by next March whether his health will permit him to continue as distribution director of 20th Century-Fox, Lichtman said here yesterday.

Asked to comment on reports that he would resign, Lichtman said that at this point he had not decided on what he would do. He added that despite his ill health, 20th-Fox president Spyros Skouras was urging him to stay on. In March, he explained, his tenure of office as distribution director will expire under his contract. The contract, incidentally, carries a provision for Lichtman's services in a consultant capacity. "The company," he added, "has been tolerant of my inactivity due to ill health. I cannot give full services even now."

Compo Ads Cited as Project Examples

Council of Motion Picture Organizations' advertisements in Editor & Publisher, which have been published over the last year and a half, are being held up to national advertisers, advertising agencies and public relations experts as an example of how an industry should tell its story to the newspapers.

A two-color booklet reproducing many of the COMPO ads is being dis-

(*Continued on page 3*)

PERSONAL MENTION

HERBERT KALMUS, chairman and general manager of Technicolor Motion Pictures Corp., will arrive here today from Europe aboard the "Queen Mary."

•

BARBARA DOLGIN, daughter of JOE DOLGIN who operates the Pine Drive-In Theatre at Waterbury, Conn., has announced her engagement to STANLEY WALDEN of New York.

•

R. J. (BOB) O'DONNELL, general manager for Texas Interstate Theatres in Dallas, is currently touring Great Britain and Europe.

•

C. H. (BUCK) ROEBUCK of United Artists' Jacksonville, Fla., branch has announced the birth of a baby girl to his wife.

•

F. J. A. MCCARTHY, Universal Pictures Southern and Canadian sales manager, is in Toronto from New York.

•

ILYA LOPERT, president of Lopert Films, will arrive in New York today from Paris via Pan American Airways.

•

GERALD KERNER, M-G-M booker in Cleveland, and his wife, have returned there from a New England vacation.

•

L. B. HAPPE and K. J. C. LLOYD of Technicolor, Ltd., left here yesterday for London via B.O.A.C. Monarch.

•

B. R. SCHRIFT, president of MacDonald Pictures, will return to New York today from Canada.

•

JAMES CAGNEY will leave Martha's Vineyard in New England next week for Montroes, Colo.

•

LEW GRAYDE, talent agent, has arrived in London from New York via B.O.A.C. Monarch.

•

SUSAN HAYWARD will arrive in New York on Saturday from Hollywood.

2 Reade Theatres To Show Title Bout

Two Walter Reade Theatres, the St. James in Asbury Park and the Atlantic Drive-In in Pleasantville (just outside of Atlantic City), will bring the Marciano-Moore world's heavyweight championship fight to New Jersey on Sept. 20.

Walter Reade, Jr., circuit president, disclosed he had signed contracts with Theatre Network Television for the large-screen theatre telecast. Like other previous heavyweight title fights which both theatres carried, this bout will not be on home television. The St. James will be the only theatre in the North Jersey Shore area to present the fight, and the Atlantic Drive-In the only theatre in the Atlantic City area to telecast the event.

As of July 1

Compo Report Claims 19,108 Active Theatres in the U.S.

The number of active motion picture theatres in the United States totaled 19,108 on July 1, a net gain of seven since the end of 1954, according to a new theatre tabulation made public yesterday by the Council of Motion Picture Organizations. The survey was made by Sindlinger & Co. and includes summer theatres. This was the largest number of theatres in operation since 1946 and represents a net gain of 1,644 from the low point reached in March, 1954, just prior to the granting of Federal tax relief, according to COMPO.

Steady Theatre Increase

Under the impact of the 20 per cent Federal admission tax, more than 6,000 theatres had closed between Jan. 1, 1946, and March 31, 1954. This rapidly declining trend in active theatre operations came to an abrupt halt immediately following COMPO's victory in the fight for tax relief, and there has been a slow but steady increase in the number of active theatres since the tax cuts. At the low point in March, 1954, there were said to be 13,553 four-wall theatres and 3,911 drive-ins, or a total of 17,464. Including 594 seasonal theatres and an "undetermined number" of houses that operate only part of each week, on July 1, 1955, there were 14,734 active four-wall theatres and 4,384 drive-ins, or a total of 19,108.

During the first six months of 1955, there were 900 closings of four-wall theatres, while 585 new and re-opened theatres went into operation, the COMPO report said. Thus, the net loss in four-wall theatres was 315, but this was more than offset by an increase of 322 drive-in theatres. Actually, there were 387 drive-in theatres constructed and 65 closed permanently or abandoned, but about 20 of the new constructions replaced drive-in operations which were closed, according to COMPO.

Many Texas Drive-ins

A state-by-state tabulation of active theatres, prepared for COMPO by Sindlinger & Co., shows that Texas leads the country with a total of 1,427 of which 465 are drive-ins. New York is second with 1,166 theatres of which 143 are drive-ins, and is closely followed by California with 1,089 theatres of which 195 are drive-ins, and Pennsylvania with 1,063 theatres of which 214 are drive-ins. Nevada has the smallest number of theatres, 32, of which eight are drive-ins.

Harry Finkel, 86, Dies in Pittsburgh

PITTSBURGH, Aug. 8.—Services for Harry Finkel, 86, veteran Pittsburgh movie house owner and operator were held here. Finkel, head of the Carson Amusement Co., opened the Colonial in 1915 and later the Arcade. He was an original member of the Allied Motion Picture Owners of Western Pennsylvania.

His three sons, Morris, Bill and Abe Finkel are all active in local film activities. A daughter, Mrs. Sarah Black of Cleveland, also survives.

Evergreen's Special Shows Cultivating Young Audiences

Special to THE DAILY

PORTLAND, Ore., Aug. 8.—William H. Thedford, president of Evergreen Theatres, has announced that his company has tackled the problem of diminishing box office returns by cultivating young audiences. It has promoted the establishment of special children's shows in all its theatres in Portland, Seattle, Vancouver and Eugene, Ore. The emphasis is on valid, wholesome film fare at a price so low it takes heavy popcorn sales to offset financial loss, he said.

Some 203,000 children are now attending the programs in the circuit's 13 houses. The entire series of 12 matinees is made available to youngsters for $1.50, 50c of which goes to a co-sponsor, a charity group, in each of the 13 houses.

Stress On Youngsters

The stress is on films appealing specifically to the youngster, rather than on those which might be labeled "family entertainment."

Says Thedford: "We know the value of building film audiences for the future. It is truly a selfish project, but I believe it is one that benefits everyone concerned. The pressure for wholesome motion picture entertainment for children has had much to do with the organization of our series. In the long run, the result will be better pictures, better audiences and a healthier industry. It is a good investment."

Martin and Lewis Continue as Team

HOLLYWOOD, Aug. 8.—In a conference held at the Paramount studio today Dean Martin and Jerry Lewis agreed to continue as a team. They will fulfill their commitments beginning with the Colgate Variety Hour, Sept. 18, to be followed by "Where Men Are Men," to start some time in early October. Martin and Lewis are represented by the same agents and attorney.

The meeting held in the office of Y. Frank Freeman, Paramount vice-president, was attended by Martin and Lewis, Herman Citron of MCA Artists, and Joe Ross.

Signs for Pathecolor

James S. Burkett, West Coast sales manager of Pathe Laboratories, Inc. announced that a deal had been concluded with Edward L. Alperson for the processing of his forthcoming picture "Courage of Black Beauty" in Pathecolor. The picture is slated to roll the latter part of August.

Belgian Honor Is Presented to Zukor

Adolph Zukor, chairman of the board of Paramount Pictures Corp., yesterday was named Chevalier of the Order of Leopold at a ceremony at the New York headquarters of the Belgian Consulate-General.

Presentation of the insignia of the Order was made by His Excellency Baron Silvercruys, Belgian Ambassador to the United States, representing His Majesty, King Baudoin of the Belgians. The Ambassador, in his speech of presentation, stated: "His Majesty has been pleased to bestow this honor on you in recognition of the services you have rendered to international understanding and the high quality of the motion picture productions of your company."

The Belgian Ambassador said that Zukor "had the vigor and vision that helped carve for the American motion picture an outstanding part in our modern life."

Present at the ceremony were Mrs. Zukor and their daughter, Mrs. Mildred Z. Loew; George Weltner, head of world-wide sales for Paramount Pictures; and James E. Perkins, executive vice-president of Paramount International Films.

Other top-ranking Belgian Government diplomatic representatives who attended included: M. Iweins d'Eeckhoutte, Belgian Consul-General in New York; Jan-Albert Goris, Belgian Commissioner of Information in New York; Paul Bihin, G. Cassiers, D. Massonet and J. Woulbroun of the Belgian Delegation.

Raze Conn. Theatre

HARTFORD, Aug. 8.—The long-closed Park City Theatre, Bridgeport, Conn., has been razed, with a store and office building to be built on the site.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"MISTER ROBERTS"
In CinemaScope and WarnerColor starring
Henry FONDA • James CAGNEY
William POWELL • Jack LEMMON
A WARNER BROS. PICTURE
and SPECTACULAR STAGE PRESENTATION

Just Completed at MOVIELAB
★EDITING rooms
★STORAGE rooms
★OFFICES
★SHIPPING rooms
For rent by the Day, Month, or Year
PROJECTION ROOM FACILITIES
MOVIELAB THEATRE SERVICE, INC.
619 West 54th Street, . . New York 19, N. Y.
JUdson 6-0367

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone Financial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second-class matter Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10¢.

PEOPLE

Estelle Steinbach, manager of the Fox-Garfield Theatre in Milwaukee, has been given the "courtesy award" for having the most "courteous" theatre in the National Theatres circuit. Miss Steinbach was the only woman manager at the recent N.T. personnel convention in Denver.

¤

Lou Green has resigned as assistant manager of Loew's Poli in New Haven.

¤

Paul G. Robinson has returned to Homestead, Fla., after an absence of 27 years, to assume the duties of supervisor of the Seminole and Ave Theatres and the new Palm Theatre which will open in October. His uncle, **J. W. English,** opened the town's first picture theatre in 1918.

¤

Whitney Lindsey, who comes from Lakeland, is now managing the Orlando Drive-in in Orlando, Fla.

¤

Pruitt Hodges, manager of the Ranch Drive-in, Hartselle, Ala., celebrated the theatre's third anniversary with a birthday party in which 39 local merchants cooperated.

¤

Paul Vogel of the Liberty Theatre, Wellsville, O., has resumed his role as an exhibitor after two weeks of soldiering at the 83rd Infantry Division summer camp at Camp Breckenridge, Ky.

¤

Art Jennings has been appointed manager of the Manchester Drive-in, Bolton Notch, Conn., replacing **Henry Pardo,** who becomes concessions manager of the Meadows Drive-in, Hartford. Jennings formerly was at the Music Box in New Britain.

¤

Cecil B. DeMille, currently at work in Hollywood on "The Ten Commandments," will receive "the salute of the week" on **Martin Starr's** Hollywood news radio program today over the Mutual Network. DeMille will celebrate his birthday on Friday.

Services Held for Jacob Berkson, 69

Funeral services were held at Riverside Memorial Chapel here yesterday for Jacob S. Berkson, 69, president of Screencraft Pictures, Inc., who died Friday after a brief illness.

Active in the film industry for 30 years, Berkson formerly owned the Buffalo and Albany franchises for Monogram and Republic.

Sells Conn. Property

HARTFORD, Aug. 8. — Tampco, Inc., has sold the long-closed Colonial Theatre, Bridgeport, Conn., to religious interests for use as a church.

Americo Aboaf Contends

Foreign Restrictions Hurt U. S. and Native Producers

By LESTER DINOFF

Restrictions which are imposed upon the U. S. film companies in certain foreign markets are a hindrance not only to the American producer-distributors, but also to the development of native industry, according to Americo Aboaf, vice-president and sales manager of Universal International Films.



Americo Aboaf

"If the U. S. film companies were allowed to conduct their business abroad as they do in this country, in markets where the 'protectionists' are in force, the native film industry would be much healthier and more prosperous," Aboaf stated.

In countries where liberal and less restricted policies are enjoyed by the U. S. film companies, the native industry has been stimulated by the competition, the Universal foreign executive said. "In free trade, fair competition has never hurt anyone," he said, pointing out that this is proven by countries which have not closed doors to us. Aboaf supported Eric Johnston, president of Motion Picture Export Association, in the latter's stand in this matter, and reiterated Johnston's statement in this behalf.

"The people abroad shop for entertainment as the American public does," Aboaf said. "They seek the best in product, no matter where produced," he said, and continued by saying that the "average motion picture is not too well received."

"The American film companies are mindful of the economics and pressures from within in all foreign nations and approach these problems with understanding and open minds," the film official said, adding that he is looking at the future optimistically in resolving many of these problems.

Business 'Satisfactory'

Commenting on Universal Pictures business aboard, Aboaf stated that it is and continues to be "highly satisfactory." He pointed out the company's product, among them being "The Glenn Miller Story," "Magnificent Obsession," "Black Shield of Falworth," and "Sign of the Pagan," has enjoyed huge grosses abroad. Aboaf said that Universal has "great expectations" for "The Private War of Major Benson," "The Shrike," "To Hell and Back" and "Away All Boats" from the foreign market.

Aboaf said that "The Shrike" set a new all-time record in its opening at the Winter Garden in Brisbane, Australia, exceeding the mark set by "The Glenn Miller Story."

COMPO

(*Continued from page* 1)

tributed this week by Editor & Publisher to nearly 2,000 leaders in the advertising and public relations field.

The booklet reprints 12 of the COMPO ads and devotes two pages to excerpts from letters COMPO has received from editors and publishers as well as editorials on the motion picture industry from newspapers and film trade papers.

The booklet also reproduces a letter from Charles E. McCarthy, COMPO information director, explaining how the advertisements came about and COMPO's satisfaction with the results obtained.

Wins Much Praise

The COMPO advertisements in Editor & Publisher, which are said to have won widespread praise within the motion picture industry, are the work of a copy group made up of members of the COMPO press relations committee. The first series of 26 advertisements, which were published weekly between late winter and early fall in 1954, were produced by Harry Mandel, chairman of the COMPO press relations committee; Harry Goldberg, vice chairman; Oscar A. Doob and McCarthy, with Donahue & Coe acting as the advertising agency. For the second series, which began last fall, with publication of an advertisement every other week, Gil Golden and Ernest Emerling were added to the copy group and Monroe Greenthal, Inc., became the agency.

The COMPO governing committee has authorized continuation of the advertisements.

Frisch

(*Continued from page* 1)

MMPTA in trade practice matters, would require the unanimous consent of its members at a "duly constituted meeting."

The MMPTA president said the move was taken to give the organization "freedom of action," although the association at this time had no particular trade practice issue on which it wanted to take a position.

Another amendment fixed the number of directors at not less than four and not more than 24. Before, it was seven and 21.

Warner Brothers

(*Continued from page* 1)

per share on the 2,474,275 shares of common stock outstanding or reserved for exchange. The net profit for the corresponding period last year was equivalent to $1.02 per share on the 2,474,337 shares of common stock then outstanding or reserved for exchange.

Film rentals, sales, etc., for the nine months amounted to $53,080,000 as compared with $49,506,000 for the corresponding period last year.

Projectionist Dies

SUMNER, Wash., Aug. 8.—Glenn Roy Cameron, 77, of Sumner, Wash., and life member of the Motion Picture Machine Operators Union Local No. 175, Tacoma, died at the Sumner Hospital after a long illness. He had been affiliated with the organization since 1914.

3 Russian Features Set for Venice Show

Special to THE DAILY

VENICE, Italy, Aug. 8.—The Russian government has entered three motion pictures, for the first time, in the International Film Festival which will begin here on Aug. 25.

The three films entered in the 1955 competition are "Boris Godunov," "Toward a New Shore" and "The Harvest Fly." The Rusians will also compete in the separate festivals for children's films and documentaries, festival officials said.

Networks Eye Film Financing To Get Product

Television interests, rebuffed in their attempts to buy feature films from major companies, are seeking new ways to acquire features, a top TV and motion picture executive disclosed here yesterday.

The executive, who is close to the feature film market in TV, said that major networks are considering the possibility of financing film production by independents for use in both the theatrical and TV markets.

One such reported move, said now to be in the talking stage, is between the Columbia Broadcasting System and Louis de Rochemont, looking to the production of one or two features, at a cost of from $500,000 to $1,000,000, to be released first on CBS-TV and then theatrically.

Another avenue of approach, he added, is the widely heralded premiere screening by NBC-TV of the British picture "The Constant Husband," now slated to be shown in November rather than October. Following the TV screening, it is to be decided whether to release the British import theatrically.

Notes RKO Situation

The executive began his survey of new trends in the TV feature film market by noting the purchase by General Teleradio of RKO Radio Pictures, a deal which he considered one method of insuring TV with a backlog of feature films. The application of that method, however, is limited and costly, he added.

Television interests are being rebuffed by the majors in their effort to buy feature films because it is not good business from the viewpoint of the majors to sell their features to TV, the official maintained. The economics of the situation may change in four or five years, he went on, but in today's TV market a good feature film can bring in only about $100,000 nationally. The $100,000 figure for a good feature film was called "too little" for the majors to be interested.

Another factor putting the break on some major companies from selling to TV, he maintained, is the toll TV issue. Some major company executives may feel that more can be procured for their old films from toll TV than "free TV," he explained, adding that some companies before making a move in any direction will wait for a Federal Communications Commission ruling.

BIGGEST GROSS IN 6 MONTHS IN KANSAS CITY *and Terrific Everywhere!*

PITTSBURGH
POWERHOUSE!
"Lusty" shouts Variety as the Harris does top biz of summer!

TULSA
TREMENDOUS!
Standout of the entire southwest at the Ritz! 2nd WEEK smash!

SALT LAKE
SENSATIONAL!
Packed 'em in at Gem, Hyland and Redwood triple date! HELD OVER!

JACKSONVILLE
GIGANTIC!
Boxoffice hurricane runs up sensational gross at the St. Johns!

BIRMINGHAM
BOMBSHELL!
48% above average at Empire! 2nd WEEK like usual first stanza!

RENO
HITS JACKPOT!
Full week's biz in 4 days at Majestic! Like owning slot machine!

And **CHECK THE BIG FIGURES**
in PORTLAND, Ore., ROCKPORT, Ill., COLUMBIA, S. C. and WORCESTER, Mass.

We're not mentioning the records it smashed in Wichita and surrounding cities like Topeka. You'd expect it to be big there, but the figures are great almost beyond belief!

ALLIED ARTISTS' boxoffice giant tops everything since "20,000 LEAGUES" at Fox Midwest's Tower, Uptown, Fairway, Granada theatres day-and-date!

GATEWAY TO THE WEST...
DOORWAY TO HELL!

WICHITA



CINEMASCOPE®
PRINT BY
TECHNICOLOR

starring **JOEL McCREA**

also starring
VERA MILES • LLOYD BRIDGES • WALLACE FORD • EDGAR BUCHANAN • PETER GRAVES with KEITH LARSEN CARL BENTON REID • JOHN SMITH

A **WALTER MIRISCH** Production • Directed by JACQUES TOURNEUR • Story and Screenplay by DANIEL B. ULLMAN

An ALLIED ARTISTS Picture

Film Editors to Hold Toll-TV Seminar

From THE DAILY Bureau

HOLLYWOOD, Aug. 8.—The American Cinema Editors has issued invitations to its membership for a seminar on subscription television which will be held here on Aug. 15 with Don Belding, of Foote, Cone-Belding, producer Mervyn Leroy, Paul MacNamara, of Telemeter, and Dr. Dallas Smythe, economic advisor to the Organizations For Free Television, as speakers.

Atlas Corp.

(*Continued from page* 1)

spect to plans for the activation of RKO Pictures Corp. and this project is being actively pursued."

A similar report was made to RKO Pictures Corp. stockholders at their annual meeting in Dover, Del., last week. Atlas has been interested for some time in reactivating RKO Pictures in order to make use of its more than $20,000,000 estimated tax loss carryover.

The Atlas portfolio saw no changes in the company's holdings of motion picture stocks during the first half of the year. In addition to the RKO Pictures stock, Atlas owns 25,000 shares of Paramount Pictures common, valued as of June 30 at $1,037,500, and 105,000 shares of Walt Disney Prod. common, valued at $3,990,000.

Atlas reported six months profit after taxes of $3,678,527.

Review

"The African Lion"

BUENA VISTA

THE newest in Walt Disney's True-Life Adventure series is the result of a 30-month camera safari by Alfred and Elma Millotte into the high plateau country of Africa, the dominant landmark of which is Mount Kilimanjaro. The film is the third in Disney's popular series and the success of "The Living Desert" and "The Vanishing Prairie" should carry this one along to the benefit of the exhibitor. Inasmuch as "The Living Desert" was an almost flawless nature study, it probably would be difficult for Disney, or any other producer, to match it. Therefore, for some time to come, "Desert" will be the pattern for comparison.

"The African Lion" has many exciting moments as well as some vastly interesting shots of jungle animals and their domestic habits. But the overall production, despite its excellent photography and amazing close-ups of animals in their search for food, doesn't quite measure up to its predecessors. Such a statement doesn't mean that the picture doesn't have strong box-office potentials; it has, but on a basis of comparison there are not the dramatic impacts that were dominant in the first two in the True-Life cycle.

The lion is seen here roaming his domain with the zebra, elephant, antelope, gazelle, buffalo, hippo, wild dog, jackal, vulture and hyena, as well as a variety of other animals. The leopard is seen leaping on his prey from the branches of a tree; the cheetah running his quarry to earth and the lion, or in most cases, the lioness, capturing her prey for the benefit of her young ones and her male companion.

It took patience and skill to record in color by Technicolor the natural drama of animal life. It is quite obvious that the Millottes lived with their subjects and, through careful editing, have brought to the screen the cream of their celluloid crop.

The narration, written by James Algar, Winston Hibler, Ted Sears and Jack Moffitt, and narrated by Hibler, is concise and vivid. Ben Sharpsteen was the associate producer.

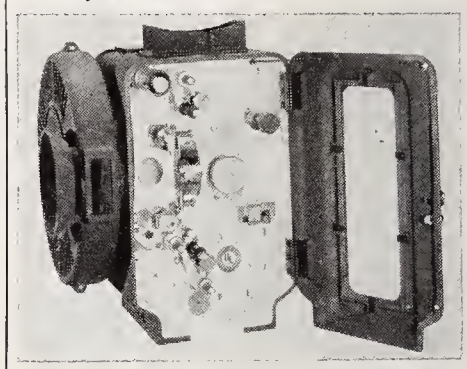
Running time, 75 minutes. General classification. For release in September.

AL STEEN

In the THEATRE EQUIPMENT and Refreshment WORLD . . .

. . . with RAY GALLO

THE Century Projector Corporation, New York, has new models of its "C" and "CC" projector mechanisms with features designed to provide for late developments in arc lamps and high-speed lenses, in addition to other improvements. The units are equipped with light shields designed to accommodate the latest high output arc lamps—specifically those already available with 18-inch mirrors.



They are also designed to mount 4-inch diameter high-speed lenses (photo shows mount) as well as to use, with adapters, all standard lenses, including anamorphic. The lens mount also has special features to permit easy focusing of the new short-focal length, high-speed lenses. Other improvements are an enlarged observation door and a newly designed water-cooled gate to provide for easy changing to accommodate all standard and special film sizes.

•

The "Kni-Tron Conversion Unit" is a new equipment package for converting tube type rectifiers to selenium. Made by the Kneisley Electric Company, Toledo, Ohio, it consists of a selenium stack, a fan, a fan motor, stack housing, and all necessary wiring. Stacks are supplied for rectifiers of various outputs, thus increasing power range in each case—to 60 amperes for a 50-ampere tube rectifier, to 80 for six-tube equipment capable of 60 amperes or to 100 amperes for a 75-80 mercury vapor rectifier.

•

Fred E. Aufhauser, president of the Projection Optics Company, Inc., Rochester, N. Y., reports formation of a new manufacturing outlet in London, England, to produce the "Hilux" line of projection lenses for the British Commonwealth and export. The new company will be called Projection Optics, Ltd. Distribution of the British-made products will be by the Westrex Company, Ltd.

•

New literature describing and illustrating its complete line of soap dispensers for public washrooms is now available from the American Dispenser Company, Inc., New York. The line includes liquid, lather and powder soap dispensers as well as gravity feed systems. The catalogue is free on request.

PLENTY OF GOOD SEATS
STILL AVAILABLE
For
"CINEMA LODGE B'NAI B'RITH NIGHT"
At the
GIANTS-BROOKLYN Night Baseball Game
At the POLO GROUNDS
Wednesday Eve., August 17
Contact BURT ROBBINS
NATIONAL SCREEN SERVICE
CI 6-5700 For Tickets

Increased Dividend Payments in June

From THE DAILY Bureau

WASHINGTON, Aug. 8. — Impressive dividend increases by 20th Century-Fox and Loew's over 1954 were responsible for the large spread in the Commerce Department's report today of publicly declared cash dividend payments by film companies in June.

June payments totaled $3,899,000, as against $3,506,000 in the same month last year, Commerce stated. Fox jumped from $1,069,000 to $1,108,000; Loew's from $1,029,000 to $1,286,000. Unchanged in June were Paramount at $1,170,000, Allied Artists at $21,000, Universal at $299,000, the Roxy Theatre at $6,000 and United Artists Theatre Circuit at $9,000.

Total dividend payments announced by film companies for the first six months of this year were well over $3 million above the corresponding 1954 period, totalling $15,127,000, compared with $11,741,000, Commerce added.

Report on May

A belated report of May dividend payments showed a total of $1,772,000, as against $1,465,000 the previous May, but Commerce officials cited schedule shifts as responsible for the increase. Warner Bros., Columbia and Stanley Warner remained unchanged at $742,000, $65,000 and $619,000, respectively; Loew's Boston Theatres, which paid out $39,000 in May, 1954, made its equivalent 1955 payment in April, and National Theatres paid out $346,000 this year, nothing in 1954, Commerce reported.

Lichtman

(*Continued from page* 1)

an industry project, yet refuse to financially underwrite the work.

He called COMPO's current Audience Awards campaign as the "greatest public relations" job to be done for the "benefit of the industry and particularly the exhibitor." COMPO, he warned, cannot carry on without dues, adding that the organization had a required "sizable payroll" for work which cannot be done in committee.

Discusses Industry Issues

Lichtman, in his first trade press conference here in months, also spoke on various industry issues, responding to questions posed by reporters. The 20th-Fox distribution director's statements included the following:

Twentieth-Fox will not issue a sales policy statement as a result of the late May meeting with the now defunct joint Allied-Theatre Owners of America committee. Lichtman said there was no need for any such statement, declaring that "we have no outstanding beef against the company from anyone."

"The King and I" will definitely be photographed in 55mm. and roadshown, while "Carousel" "may go" 55mm., too. Following the roadshow of a select number of films to be shot in 55mm., Lichtman said the same films will be reduced to 35mm. for general release. He called it a "possibility," depending on results, the shooting of all 20th-Fox films in 55mm. and their subsequent reduction to 35mm.

Lichtman, who returned here from the Coast after a long illness, said he was especially enthusiastic about three forthcoming 20th-Fox releases, which he saw, "The Tall Man," "Seven Cities of Gold" and "The Girl in the Red Velvet Swing." "The Tall Man," he continued, will be prereleased by the company beginning in late September. Shooting on "Carousel," he said, will begin in September, while "The King and I" will go before the cameras in November.

On 20th-Fox's print problem, Lichtman estimated that it cost his company an estimated $250,000 more per picture to make different prints available for distribution, referring to the stereophonic and optical prints now made available on every CinemaScope picture.

He said he was not optimistic on possible exhibitor cooperation needed for the use of one single magnetic track print, a move once designed to eliminate the necessity of the company making both magnetic and optical prints.

Costs Estimated

William C. Gehring, executive assistant general sales manager, who sat at Lichtman's side during the press conference, estimated the cost to theatres desiring the use of the single magnetic sound track print for equipment and installation varies from $1,000 to $1,500. He expressed hope that the dealers would be able to get the cost down.

Lichtman, in response to a question, said he subscribed to the position that new personalities in Hollywood are needed for the production of additional pictures, a position enunciated by Y. Frank Freeman, board chairman of the Association of Motion Picture Producers.

Twentieth-Fox, he went on, in response to another question, will not handle any "small pictures" or foreign films to augment its releasing schedule.

On the COMPO dues drive issue, he said, Allied leaders are using the toll TV question as "an excuse" for their opposition. He maintained that COMPO did not take a stand on toll TV because some of its members were in favor of subscription television, notably mentioning the Society of Independent Motion Picture Producers. Unanimity of all COMPO members is needed, he added.

HOLLYWOOD . . *on the march*

BY SAMUEL D. BERNS

Hollywood, Aug. 8

ANOTHER camera and projection system is going through the test phase. Frank Caldwell, developing the new Cyclotrana multi-dimension camera is filming test footage with Serley Brummer, New York producer, and camera wizard, guiding him on the selection angles and subjects for the samples of its merit.

☆ ☆ ☆

Now that Allen and Broccoli have "Interpol" scheduled for Warwick Productions, the film to be shot in eight different countries, the local budgeters are beginning to apply the title as a term in place of location, i.e. "We'll have to be out on interpol for eight days" or "We'll need an interpol crew as a second unit for a couple of backgrounds."

☆ ☆ ☆

"Samurai," the new Japanese film being distributed by Fine Arts, is being sponsored for domestic release by actor Bill Holden, attorneys Robert Lerner and Norman Elzer and Robert Homel.

☆ ☆ ☆

Caught Jack Paar's clever integration of a plug for Columbia's "Man From Laramie" over the CBS-TV net. This is the kind of plugging that pays off in use of the medium.

☆ ☆ ☆

Charles Schnee is toying with the idea of having Rocky Graziano play himself in his film biog of "Somebody Up There Likes Me" for MGM.

☆ ☆ ☆

Otto Preminger made "Carmen Jones" on the RKO Gower Street lot for 20th. Following up on a lucky hunch, Preminger will move in on the lot again to produce "Man With The Golden Arm," starring Frank Sinatra, for UA.

☆ ☆ ☆

Roger Corman's "Five Guns West" has caught favor as the accompanying feature to "Pete Kelly's Blues" in a 12-theatre first run playoff.

☆ ☆ ☆

Walter Lantz is building two new characters, Maggie and Sam, out of his "Crazy Mixed-Up Pup" cartoon for a series of domestic comedy situations, based on everyday problems of a hen-pecked husband.

Nassour

(*Continued from page* 1)

Syndication, which will have its first showings this Fall.

Like other unilateral contracts signed by non-members of Association of Motion Picture Producers or Association of Television Film Producers, the Nassour contract will be brought into conformity with any more favorable contracts made with other television film producers.

The SAG board of directors is in a regular fortnightly meeting here tonight, with the strike among the matters to be thoroughly discussed. No negotiation meetings with AMPP or AFTRP are on the schedule.

Arbitration

(*Continued from page* 1)

declined to answer any questions on the arbitration draft at a Lichtman trade press conference yesterday. He explained that the arbitration distribution-exhibition committee will make the draft known publicly when the committee reaches full and final agreement on its content.

Questions on arbitration were relayed to Gehring after Lichtman had indicated that the two lawyers working on the draft, referring to Adolph Schimel, of distribution, and Herman Levy, of Theatre Owners of America, had reached agreement on its content. When all the lawyers agree, referring to the counsels representing all organizations on the committee, the draft will be submitted to the Department of Justice, Lichtman added.

Suggestions Relayed

Asked when the next meeting of the arbitration committee would take place, Gehring expressed his belief that there was no need for such a meeting. Gehring maintained that any suggestions will be relayed through either Schimel or Levy. The TOA counsel is now in Europe while Schimel is on vacation.

Attendance

(*Continued from page* 1)

attendance and higher film rental and other operating costs."

Producer-distributor earnings "expected to average higher this year." Foreign market improvement and increased income through activities in the television field should contribute.

Dividends of practically all companies covered by the analysis "are being earned by wide margins, which could permit a larger pay-out by many," the survey finds.

The survey said that second quarter attendance at theatres this year was slightly behind the same period a year ago, "reversing the general uptrend in evidence from mid-1953 through the initial quarter of 1955." It added that "some improvement" is expected in the trade for the second half of this year, primarily reflecting an additional 500 drive-in theatres in operation this year, bringing the total to 4,500. It adds that 15,000 conventional theatres now operating "exceed the 1954 figure."

"The movie-going public," the survey states, "in general is now showing little interest in the new filming and exhibiting techniques introduced during the past few years. Recognizing that significantly higher profits probably cannot be derived from higher film rentals, many of the major producers are expanding their foreign operations and practically all are entering the television film field, it states.

"Increased production of feature motion pictures, coupled with this new television business, has stimulated activity at most film studios, permitting greater utilization of personnel and facilities," the survey finds. "Film rental rates are averaging higher.

"Moreover, improved attendance abroad and less stringent currency restrictions will probably permit somewhat larger 1955 foreign revenues. Thus, earnings by motion picture producers are likely to run moderately higher on average, although results of individual companies may vary widely. Most could liberalize their dividend payouts. Paramount and 20th Century-Fox are considered leading candidates."

Rogers Hospital

board of National Screen Service, and his sons, Allan, Burton and Norman, at their Edgewater Motel at nearby Schroon Lake.

The annual meeting of the board of Will Rogers Hospital will be held there on Saturday. The meeting, postponed from last June, will be the first held in 16 months. In addition to regular and accumulated business, reports will be presented at the meeting on this month's audience collection for the Hospital, for which S. H. Fabian is national chairman.



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and to our Exhibitor friends!

MEMO TO: ALL COLUMBIA OFFICES

FROM: A. Montague

WANT TO GIVE YOU MOST EXCITING NEWS ON FULL WEEK ENGAGEMENTS AND NEW OPENINGS ON 'MAN FROM LARAMIE'. SAN ANTONIO (7 DAYS) $23,000. HOUSTON (7 DAYS) $21,000. DALLAS (7 DAYS) $17,000. FT. WORTH (7 DAYS) $12,000. WASHINGTON (7 DAYS) $12,000. ALBUQUERQUE (5 DAYS) $9,100. PHOENIX, ARIZ. (5 DAYS) $9,300. LONG BEACH, CALIF. 2 THEATRES DAY AND DATE (5 DAYS) $15,000. PHILADELPHIA (5 DAYS) $23,000. READING, PA. (5 DAYS) $4,700. DETROIT (5 DAYS) $30,000. ERIE, PA. (4 DAYS) $5,000. TULSA, OKLA. (4 DAYS) $8,000. OKLAHOMA CITY (4 DAYS) $7,000. LUBBOCK, TEXAS (3 DAYS) $3,400. ATLANTIC CITY (3 DAYS) $5,700. DECATUR, ILL. (3 DAYS) $3,500. SHARON, PA. (3 DAYS) $6,200. DENVER (2 DAYS) $9,000. JACKSONVILLE (2 DAYS) $5,000. THESE FIGURES GIVE YOU A CROSSCOUNTRY CONCEPTION OF WHAT 'LARAMIE' IS DOING AT THE BOXOFFICE. WE HAVE A DEFINITE SMASH IN 'LARAMIE'!

JAMES STEWART

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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 28 NEW YORK, U.S.A., WEDNESDAY, AUGUST 10, 1955 TEN CENTS

O'Brien Warns:

Theatre Labor Shortage in U.K. Threatens

Cites Factors He Says Discourage Newcomers

By PETER BURNUP

LONDON, Aug. 9.—A shrinking labor market in the British theatre industry, particularly among projectionists, is pointed to by Tom O'Brien, M. P., and head of the National Association of Theatrical & Kine Employes, as in need of immediate remedial action if a difficult future is to be avoided by the theatre industry.

The increasing shortage of projectionists causes concern to many exhibitors this side.

O'Brien concedes that shortage of personnel in the motion picture industry is not unique but for a variety of reasons it bears with peculiar severity on the film business. According to O'Brien, wages generally are not enough. Hours of employment will not attract the modern youth, nor the younger married man. Young wives

(*Continued on page* 8)

Loew's Theatres Seek Court Permission to Acquire Fla. House

From THE DAILY Bureau

WASHINGTON, Aug. 9.—Loew's Theatres will ask court permission to acquire a new theatre in suburban Coral Gables, Fla., according to an official of the Department of Justice today.

Since the divorcement, Loew's Theatres has acquired two drive-ins in Florida after receiving court approval.

The new theatre, now under construction, will seat 1,300 and will be

(*Continued on page* 8)

Industry Officials Use Stock Options

WASHINGTON, Aug. 9. — A number of American Broadcasting-Paramount Theatres officers and directors exercised stock options to purchase the common stock of that company, according to the Securities and Exchange Commission.

According to the SEC report of stock transactions by corporation offi-

(*Continued on page* 6)

Ziv Challenges Studio's Intent

Film Companies' Entry into TV Production Field Draws Blast

Established television film producers have been aroused by the continuing invasion of their field by major Hollywood studios, if the challenge hurled at them yesterday by Frederic W. Ziv, chairman of the board of Ziv Television Programs, is any criterion.

Ziv, one of the pioneer TV film producers and distributors, released a five-page statement to the press yesterday, under the heading, "Will major studios give TV production minor treatment?" The statement featured a five-point analysis by Ziv of the trend toward which he feels the major studios are headed in undertaking TV film production.

He contended that such production by the major studios will be a "by-product," since exhibitors and financial agencies will insist that major resources and attention be given to theatrical production. Audiences, too, Ziv said, "will not welcome TV programming that turns out to be half-

(*Continued on page* 6)

See Allied EDC Meet in Sept.

A meeting of Allied's Emergency Defense Committee to begin preparation of a report for the Allied States annual convention is expected to take place next month, it was learned here yesterday.

The report, according to an Allied official, is expected to map Allied plans to seek Government redress of alleged trade grievances. The convention will take place in Chicago in November.

Would Retire Film Censors Over 70

MEMPHIS, Aug. 9. — Memphis should have the same compulsory retirement age of 70 for film censors that is in effect for U. S. Supreme Court Justices, attorney William W. Goodman said on the "Press Scimitar's" program on WMCT.

Goodman, a film attorney, called decisions of the censor board headed by Lloyd T. Binford, 88, "whimsical." "Banning movies that can be shown anywhere else in the United States has made Memphis the laughing stock of the nation," Goodman said.

As a film attorney, Goodman represents Columbia, RKO Radio Pic-

(*Continued on page* 6)

Col. to Open Sales Meeting Here Today; Montague Presides

A two-and-a-half-day meeting of Columbia's domestic division managers and key home office sales executives will start at the Savoy Plaza hotel here today. A. Montague, vice-president and general sales manager, will preside.

Division managers who will be present include Nat Cohn, New York; Harry Rogovin, New England; Sam Galanty, Mideast; Harry Weiner, Eastern Pennsylvania and Southern New Jersey; Ben Marcus, Midwest; Bob Ingram, Southeast; Carl Shalit,

(*Continued on page* 8)

Similar to 'Oscar' Project

Indiana's Y & W Circuit Devises Contest for Audience Awards

Eight Indiana theatres in the Y & W Management Corp. circuit have set up an Audience Awards contest plan in cooperation with their local newspapers, COMPO was advised yesterday by Ray Howard, circuit supervisor. A similar plan was conducted last spring by the Gary theatres in connection with the Oscar awards.

In the Gary promotion newspapers published stories advising their readers they could win prizes by guessing who would win the Oscars in each class. Ballots were published daily and readers were asked to fill them out and drop them in theatre ballot boxes. Those coming the closest in their choices to the actual winners were awarded passes to all the theatres in the city. Forty-seven Gary patrons correctly guessed all the top

(*Continued on page* 8)

Survey Results

Circuits Tell Of Upsurge in Summer B.O.

Hold 'Pinch' Still Felt In Regard to Product

By MURRAY HOROWITZ

The seasonal upsurge in theatre business on the whole compares favorably with last year, a mid-summer survey of top circuits revealed here yesterday.

In regard to the product situation, most executives of leading circuits expressed the continuing need for more pictures, saying that the product "pinch" still is being felt.

Polled in the survey were American Broadcasting - Paramount Theatres, RKO Theatres, Stanley Warner, Loew's Theatres and Shea Enterprises. Also questioned in the poll was a spokesman for a circuit of subsequent runs, who contended that the smaller situations in New York and New Jersey feel the product shortage

(*Continued on page* 8)

Simpson President Of RKO Pictures

A. Dee Simpson has been elected president of RKO Pictures Corp., the inactive parent company of RKO Radio. Simpson replaces James R. Grainger in the post.

Other officers elected by the board were J. Miller Walker, vice-president, general counsel and secretary; William H. Clark, treasurer; Garrett Van Wagner, comptroller; Joseph J. Laub, assistant secretary, and Charles G. Drayton, assistant secretary and assistant treasurer.

Negotiators Meet on SAG-TV Film Strike

From THE DAILY Bureau

HOLLYWOOD, Aug. 9.—Contract negotiators for the Screen Actors Guild, Association of Motion Picture Producers and Association of Television Film Producers met here today in exploratory discussions on settling the strike which was implemented last Thursday midnight against television film producers.

Meanwhile, Fawn Productions, making the Jimmy Durante series, and

(*Continued on page* 7)

PERSONAL MENTION

ALFRED E. DAFF, executive vice-president of Universal Pictures, has returned to New York from Hollywood.

•

L. E. GOLDHAMMER, Eastern division sales manager for Allied Artists, and ARTHUR GREENBLATT, AA special sales representative, left here yesterday for Chicago and Cleveland meetings.

•

B. G. KRANZE, general sales manager for United Artists, left New York yesterday for a visit to company branches in Boston, Buffalo and New Haven.

•

RUN RUN SHAW, president of Shaw Brothers Theatre Circuit, Ltd., of the Straits Settlements in Singapore, will arrive in New York today.

•

SANDRA KURITZKY, of 20th Century-Fox's duplicating department, will be married to GERALD KASSLER of New York on Saturday.

•

DAVID STILLMAN, motion picture attorney, will arrive in London today from New York via B.O.A.C. Monarch.

•

R. Y. KOMATSU, president of Union Film, Ltd. of Japan, left here yesterday for the West Coast.

•

FRED BRISSON, producer, will arrive here today from Hollywood via TWA Ambassador.

•

DANIEL MANN, M-G-M director, will arrive here on Friday from the Coast.

•

RALPH MARTIN of "Seventeen" has returned to New York from a vacation.

•

SAM SPIEGEL, producer, will arrive here today from the Coast.

Walter Griffith Dies; Carolina Exhibitor

CHARLOTTE, Aug. 9. — Funeral services were held here for Walter L. Griffith, well known Charlotte exhibitor, who died on Saturday. Griffith, who was 71, had been active in the affairs of Theatre Owners of North and South Carolina. He had been in declining health for several years. Griffith was the husband of Mrs. Pauline Griffith, secretary of the association.

Korda's 'Sea' Brings Fox Relases to 31

With the acquisition of Sir Alexander Korda's "The Deep Blue Sea," the first British Cinemascope production, 20th Century-Fox's feature releases for 1955 are expected to total 31, the film company announced.

Korda's production will premiere in London late this month and is expected to have its American premiere in mid-October.

Polland to Receive Ecuadorian Honor

From THE DAILY Bureau

WASHINGTON, Aug. 9. — David Polland, press representative for Universal - International Pictures here, will be decorated tomorrow by the Ecuadorian government by Ambassador Jose R. Chiriboga.

The "Condecoracion Al Merito of the Ecuadorian Government" will be conferred on Polland, who raised $75,000 for relief to Ecuadorian victims of the disastrous Ambato earthquake of 1950 through the Pan-American Union.

House Group Calls 30 for Hearings

From THE DAILY Bureau

WASHINGTON, Aug. 9.—Some 30 witnesses from all branches of the entertainment field have been subpoenaed to appear next week at hearings to be held in New York by a House Un-American Activities subcommittee on Communist infiltration into the entertainment field.

Hearings by the sub-committee, headed by Rep. Francis E. Walter (D., Pa.), chairman of the full committee, are expected to last all week, according to committee officials.

Many of the witnesses, actors, writers and directors in radio, television, stage and motion pictures, previously have been identified as being affiliated with the Communist movement in other committee hearings, it was stated.

Included among those subpoenaed are writer Jerome Chodorov, actor Sam Jaffe and comic Zero Mostel.

Added Duties for 20th's P. A. Mellas

Murray Silverstone, president of 20th Century-Fox International Corp., announced that Peter A. Mellas, special Middle East representative, had been given added duties as assistant to William Lampros, for Greece. Mellas will act as manager in Greece during periodic visits, which Lampros makes to India, Pakistan, Burma and Ceylon, where he is managing director for the company.

In addition, Mellas will represent Fox Movietone News in Greece and the Near and Middle East, under the direction of Jack E. Muth, European supervisor for Movietone News.

Kaufman to Film 104 French Plays for TV

Joseph Kaufman, film producer, has acquired exclusive world television performance rights to 104 French plays from the Societe des Auteurs et Compositeurs Dramatiques.

Kaufman plans to produce a minimum of 26 television films annually, to be selected from successes of the French stage over the past 150 years. Starting next fall, they will be filmed in color in Paris, New York and Hollywood, he said, and each will be from 60 to 90 minutes in length.

Editorial Lauds Audience Awards

Describing the Audience Awards plan as the "biggest news to come out of the motion picture world in many months," the Richmond "News Leader" in an editorial stated that the Council of Motion Picture Organization thus has hit upon a scheme that should benefit just about everyone interested in the motion pictures. Reprints of the editorial are being sent by COMPO to members of its Audience Awards and public relations committees.

"Producers and theatre owners," the editorial says, "will obtain, through some 50,000,000 ballots issued to moviegoers, irrefutable proof of what the paying customer likes. Critics can check their own ratings of films and acting against the multitude's choices. Actors and actresses whose performances fall short of Academy Awards and other special recognition will gain the chance of honors through popular vote. The public will profit by this new means of communicating its preferences, although it still has another and more effective device for that purpose: The privilege of seeing or not seeing a show.

Everyone a Critic

"Critical theorists," the editorial continues, "probably will minimize the value of this ultra-democratic criticism of the movies. They may argue that the sum of all votes, levelling off the well-founded choices with the ill-founded ones, does not equal a wise or dependable selection. However, in a sense, everyone is a critic, and each critic's point of view is important—especially to him. Evidently the producers and theatre owners consider the customers' views a significant part of their business.

"Incidentally, the fact that such a poll exists will increase the public's thinking about motion pictures. The theatres, with their new competition from television, need a shot in the arm of their business. So someone, perhaps an advertising or public relations employee, deserves a lot of credit for proposing such an idea. Whoever did it has made a long step toward better selling of the movies."

Decca's Six-Month Profit, $1,610,691

Consolidated net earnings of Decca Records, Inc., for the six months ended June 30, including the company's share of undistributed earnings of its subsidiary, Universal Pictures Co. Inc., amounted to $1,610,691, equal to $1 per share on 1,602,501 outstanding shares of capital stock.

On June 30, Decca owned 718,585 shares of Universal common representing approximately 71 per cent of the motion picture company's outstanding common stock.

In the corresponding period of 1954, Decca reported earnings of $1,204,288, equal to 75 cents per share on 1,602,501 shares of capital stock outstanding on that date.

Pathe Doubles Coast Processing Program In Expansion Move

HOLLYWOOD, Aug. 9. — Pathe Laboratories, Inc., announced today a $250,000 West Coast motion picture processing expansion program which will double its 35mm. Eastman color processing facilities and provide additional high speed equipment for developing and printing of 16mm. commercial and TV film. The project was revealed by O. W. Murray, Pathe vice-president in charge of West Coast operations. It is the second Pathe expansion announcement within a month.

On July 28, Pathe announced formation of a subsidiary, Pathecolor, Inc., to enter the processing of color still film under license from Eastman Kodak Co. First processing of still film will be in Pathe's New York laboratory, with expansion of the still film printing line expected on the West Coast within two years.

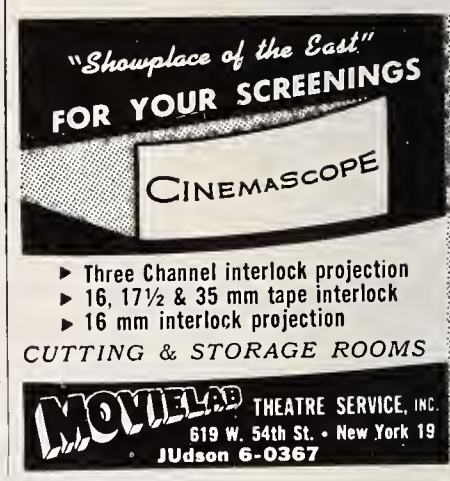
The $250,000 West Coast installation is to be completed within six months. It will consist of color developing machines for both 35mm. and 16mm. film. Additional printing facilities to keep pace with the developing expansion will be added, Murray said.

Great increase in demand for Pathe's color motion picture processing on the West Coast is the reason for the expansion, Murray said.

Reactivate Cinerama Production Unit

Milo J. Sutliff, president of Cinerama Productions Corp., yesterday announced the reactivation of a "production unit" under the direction of Theodore R. Kupferman, vice-president of the Corporation, effective next Monday. Under the profit sharing arrangement between Cinerama Productions Corp. and Stanley Warner Corp., certain conditions will now allow for either company to produce feature films in the process.

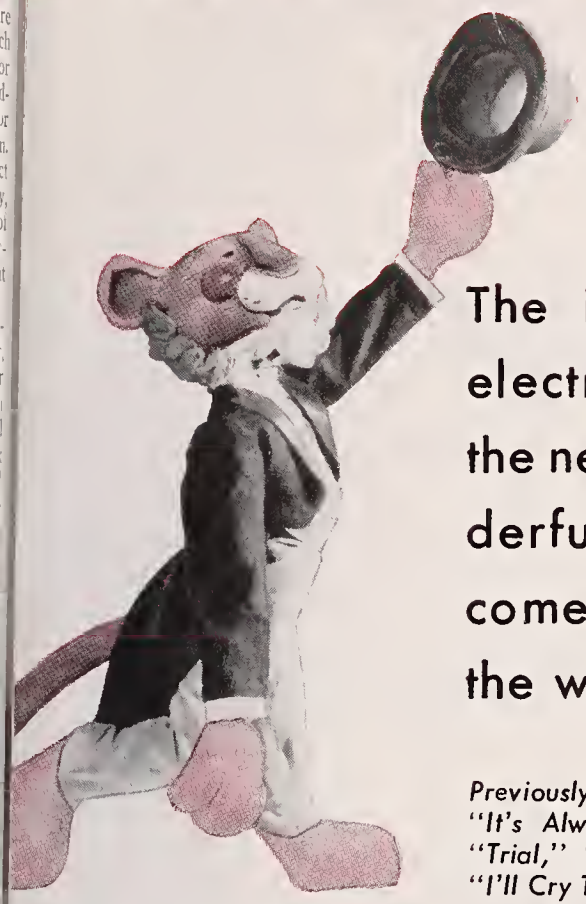
Mr. Sutliff stated: "While 'This Is Cinerama' has already exceeded $25,000,000 in box office receipts in the United States alone, and Louis de Rochemont's 'Cinerama Holiday' has grossed some $4,000,000, in the few theatres where it has followed 'This Is Cinerama' this year, it is well to plan ahead on production."



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The industry is electrified with the news of wonderful shows to come. More on the way.

Previously we told you about "It's Always Fair Weather," "Trial," "Quentin Durward," "I'll Cry Tomorrow," "The Bar Sinister" and "The Tender Trap"



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"KISMET"

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M-G-M has made a NEW screen production of the long-run stage hit, rich with love and laughter, sights to see, and music to dream to.

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THE ROMANTIC STORY COMES TO LIFE!

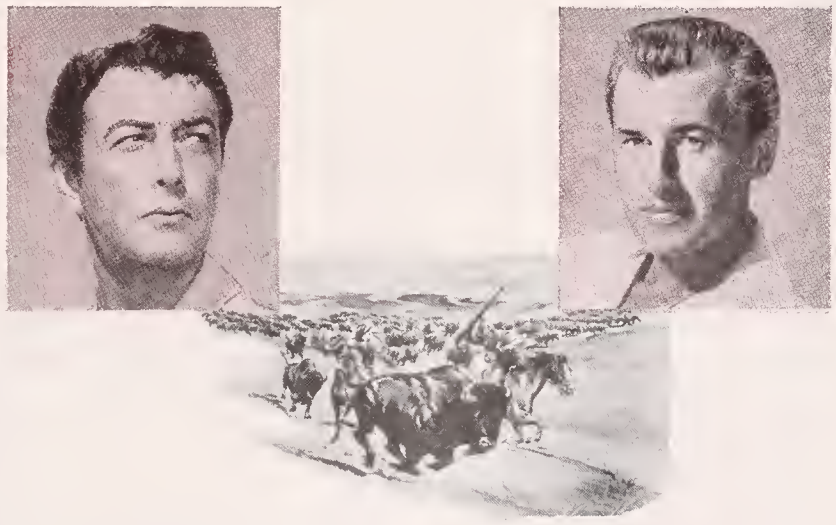
"DIANE"

In CINEMASCOPE and COLOR

Dramatic love conflict of a beautiful, brilliant woman and the world's most feared Queen for the heart of the same man. Thrills and pageantry.

★

M-G-M presents in CinemaScope • Lana Turner in "DIANE" co-starring Pedro Armendariz • Roger Moore • Marisa Pavan Sir Cedric Hardwicke • with Torin Thatcher • Taina Elg • Screen Story and Screen Play by Christopher Isherwood • Based on the story "Diane De Poitieres" by John Erskine • Photographed in Eastman Color • Directed by David Miller • Produced by Edwin H. Knopf



GREATNESS ON YOUR SCREEN!

"THE LAST HUNT"

In CINEMASCOPE and COLOR

The largest existing herd of buffalo was rounded up for this adventure-packed Big One. Flaming drama actually filmed in the Badlands of South Dakota.

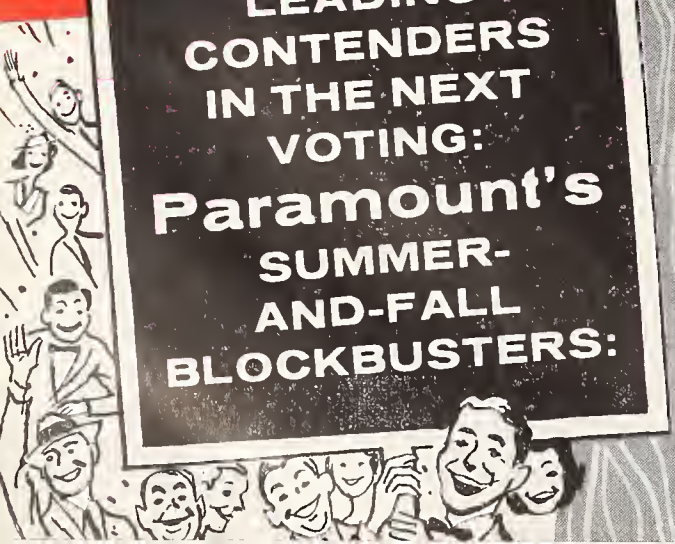
★

M-G-M presents in CinemaScope • "THE LAST HUNT" starring Robert Taylor • Stewart Granger • Lloyd Nolan • Anne Bancroft • Russ Tamblyn • Written by Richard Brooks • Based on the Houghton Mifflin Literary Fellowship Award Novel by Milton Lott • Photographed in Eastman Color • Directed by Richard Brooks

PARAMOUNT LANDSLIDE IN AUDIENCE AWARD NOMINATIONS BY THE MEN WHO "BUY 'EM AND BOOK 'EM"!

LEADING CONTENDERS IN THE NEXT VOTING:

Paramount's SUMMER-AND-FALL BLOCKBUSTERS:



ALFRED HITCHCOCK'S
TO CATCH A THIEF
COLOR BY TECHNICOLOR
VISTAVISION

THE GIRL RUSH
COLOR BY TECHNICOLOR
VISTAVISION

ALFRED HITCHCOCK'S
THE TROUBLE WITH HARRY
COLOR BY TECHNICOLOR
VISTAVISION

Paramount swept 5 out of 10 Best-Picture nominations in the biggest award news that ever made national headlines. The men who know motion pictures best—the exhibitors of America—voted this fabulous tribute to Paramount's leadership. Now while the headlines are hot is the time to play or re-play these five great winners while they ride the crest of this new wave of nationwide interest . . .

BALLOT

✓ IRVING BERLIN'S
WHITE CHRISTMAS
COLOR BY TECHNICOLOR

✓ PERLBERG-SEATON'S
THE COUNTRY GIRL

✓ **SABRINA**

✓ ALFRED HITCHCOCK'S
REAR WINDOW
COLOR BY TECHNICOLOR

✓ PERLBERG-SEATON'S
THE BRIDGES AT TOKO-RI
COLOR BY TECHNICOLOR

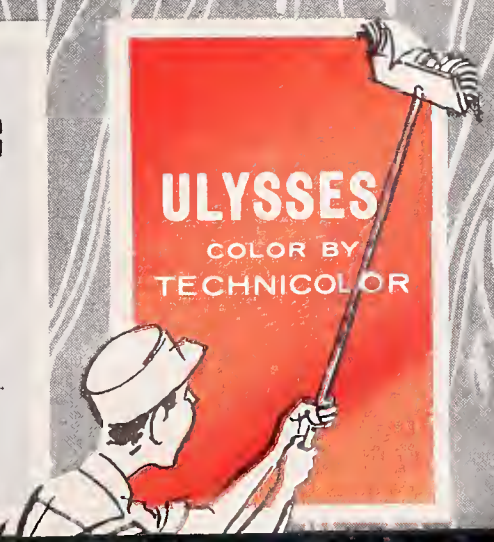
THE SEVEN LITTLE FOYS
COLOR BY TECHNICOLOR
VISTAVISION

YOU'RE NEVER TOO YOUNG
COLOR BY TECHNICOLOR
VISTAVISION

WE'RE NO ANGELS
COLOR BY TECHNICOLOR
VISTAVISION

STRATEGIC AIR COMMAND
COLOR BY TECHNICOLOR
VISTAVISION

ULYSSES
COLOR BY TECHNICOLOR



Public to Judge TV Films: WB Official

From THE DAILY Bureau

HOLLYWOOD, Aug. 9. — A Warner Brothers studio official, learning of the statement released by Fred Ziv, chairman of the board of Ziv Television Programs, today declared that "the public will be the judge" of television programming.

Commenting further, he said that TV producers who have the future of the industry at heart should welcome competition with open arms.

Ziv's Blast

(*Continued from page* 1)

hour or hour-long trailers designed to glorify a given movie and tease the viewer into a motion picture theatre at box office prices for the real dramatic meat."

Ziv said that TV film production for "an intimate audience of family groups" at home needs specialists to accomplish successfully, and has little relation to production of theatrical films.

Concentrate on Promotions

His third contention was that when theatrical film interests engaged in radio broadcasting their efforts were concentrated on publicizing and exploiting their theatrical films rather than on the development of new radio entertainment. The same pattern, he charged, will be followed by Hollywood in TV.

Fourthly, Ziv charged that Hollywood producers are too dependent upon and impressed by huge production budgets which, he said, are no assurance of quality entertainment in films, and will not be in television.

Lastly, Ziv charged that major studios lack the know-how of fulfilling the requirements of the "American system of advertiser-supported television." That takes experience in the commercial television field, Ziv contended, and Hollywood studios are lacking in that respect.

Film Censors

(*Continued from page* 1)

tures, Universal, Paramount, M-G-M. and local exhibitors.

He said he believes he knows what Memphis people want because he is a lifelong Memphisan. His family has lived in Memphis more than 100 years

"The city charter gives the police adequate authority to close any show that is lewd," Goodman said. "Many cities rely only on general police powers so far as movie censorship is concerned," he added.

Asked if he thinks the Memphis censor ordinance should be abolished, Goodman said: "I think first we should try a new board. If we had a board that would render reasonable decisions, it may not be necessary to abolish the ordinance."

'Ulysses' to Globe

"Ulysses," a Lux Film production, will open at the Globe Theatre here on Aug. 17, it was announced by Paramount Pictures, distributor of the film.

Review

"Love Is a Many-Splendored Thing"

(20th Century-Fox)

(CinemaScope) *Hollywood, Aug. 9*

JENNIFER JONES is magnificent in her delineation of the role experienced by Han Suyin, authoress of the best-selling autobiographical "novel," "Love Is a Many Splendored Thing." Her ability to arouse warmth and sympathy for conduct which is defiant of local convention, is an arresting study of human nature as well as a plea for broader understanding.

Buddy Adler scores importantly in his tasteful, intelligent approach to an adult adaptation of the challenging subject. While his production is very much a woman's picture, with poignant impress upon feminine emotion, it offers a great deal to charm the male ticket-buyers.

Its heart-rending love story is not only told in poetic language by its screen writer, the distinguished John Patrick, but the title-bearing theme song, written by Sammy Fain and Paul Francis Webster, cleverly integrated throughout with variations to punctuate the mood and situations, colors the film with keen emotional appeal. The song is destined to rate Academy attention when Oscar cocks his ear next year.

Adding marquee stature to the offering, William Holden is ideally suited to handle the sensitive job of projecting a seemingly wholesome attitude in his love affair with the radiantly attractive Eurasian doctor while frustrated in his attempt to gain freedom from marriage to the stereotyped unsymphathetic wife. While the physical attraction is evident there is represented an effort to keep within the law. Holden registers effectively a storm-wracked heart and mind.

Under the masterful direction of Henry King, the film emerges in essence as a powerful love story, containing bitter elements that are born of passion and the tensions of a restless, changing world and time-honored prejudices that take long to die.

There are brief moments when fear is exploited as a weakness by some Chinese, weighing the threatened yoke of communism in Hong Kong in 1949, during the period preceding the Korean conflict.

The story is centered on Miss Jones, as a highly respected Eurasian doctor, half-English, half-Chinese, widow of a Chinese nationalist general, and Holden, the American war correspondent for whom she is willing to sacrifice her honor and endure the penalties of social ostracism.

By comparison, a similar situation whereby another Eurasian, Jorja Courtright, prefers to pass as English in order to carry on a clandestine affair with the married English director of the doctor's hospital, is drawn to argue in contrast that this affair is "cheap" and insincere.

While the film is resolved in an unhappy ending, with Holden getting killed at the Korean front, Miss Jones so relishes the spirit of his love and desire that she carries on courageously her work as a doctor, thus giving pledge of her will to face a tragic future.

Leon Shamroy's camera artistry, set for CinemaScope dimensions, has captured the colorful beauty and intriguing, authentic backgrounds of the Hong Kong environs. Charles Le Maire's direction of Miss Jones' modern Chinese wardrobe is especially noteworthy among the production values that Adler has assembled.

Running time, 102 minutes. Adult classification. Release, in August.

SAMUEL D. BERNS

Stock Options Exercised

(*Continued from page* 1)

cers and directors, covering the June 11-July 10 period, John Balaban acquired 7,500 shares in this manner, James L. Brown took 1,500 shares, and Edward L. Hyman bought 12,500 shares. In all cases, the purchases represented the entire holdings of the individual.

Leonard H. Goldenson exercised options covering 50,000 shares of AB-PT common to bring his holdings to 52,450 shares. He also owns 250 shares jointly with his wife. Walter W. Gross acquired 12,500 shares to add to 100 he already held, Robert H. O'Brien brought his holdings to 12,600 shares with purchase of 12,500, Simon B. Siegel bought 5,000 and owns 5,100, while the Robert M. Weitman purchase of 12,500 shares brings his total holdings to 12,533 shares.

Jack Cohn sold 100 shares of Columbia Pictures common and retained 71,086 shares. He is trustee of 1,590 shares and voting trustee of 58,929 shares. Abraham Montague sold 1,250 shares of the same stock and held 11,672 shares, while Abraham Schneider sold 1,875 shares and held 21,747.

Willard W. Keith bought 3,000 shares of National Theatres common, to bring his holdings to 5,000 shares. Elmer C. Rhoden bought 10,000 shares to bring his holdings of the same stock to 34,800 and bought 36,000 shares for his holding companies to bring his holding company total to 46,225 shares of National Theatres common.

Arthur E. Bell exercised stock options covering 200 shares of RKO Theatres common, while William W. Howard exercised options covering 2,000 shares. Bell also sold 100 shares and held 300 at the end of the period. Howard sold 2,000 shares and owned 2,500. Louis Joffe sold 400 shares of the same stock and retained 400 shares. Thomas F. O'Connor bought 1,800 shares for a total of 4,100. Sol A. Schwartz added 5,000 shares to bring his total to 16,000. William F. Whitman bought 1,600 shares and had 3,985 shares of RKO Theatres common.

National Pre-Selling

A PERSONALITY story of Audie Murphy, star of "To Hell and Back," appears in the August issue of "Coronet." This U-I picture was based on Murphy's experiences in World War II. He was awarded a medal of honor, the text of the citation appearing at the end of the story. Exhibitors could use the citation to good advantage in a blown up version either in the lobby or front of the theatre to pre-sell "To Hell and Back."

•

A striking page ad on Paramount's "We're No Angels" appears in the August issue of "Seventeen."

•

"Lady and the Tramp," reports Hartung in the "Companion"-approved-movies-department of the August "Woman's Home Companion," "is Disney at his best in this delightful full-length cartoon about a cocker spaniel and a mongrel."

•

"Lucy Gallant's" starlet Marla English dominates the lead page in the Photoplay Star Fashion section appearing in the September issue of "Photoplay." Credit is given to Edith Head, the Hollywood designer, and laudatory mention is made of "Lucy Gallant."

On the numerous pages of this fashion section, apparel is modeled by starlets of "Desert Sands," "We're No Angels," "Artists and Models," "The Vagabond King" and "Forbidden Planet."

Lillian Lang, fashion promotion director of "Photoplay," is the creator of the fashion department which constantly pre-sells motion pictures to its readers.

•

"The Kentuckian" has the assistance of a multiple page profile of the picture's star, Burt Lancaster, in the August issue of "Cosmopolitan." In addition, a photo of Lancaster is carried on the front cover.

•

U-I's "The Shrike" is reviewed in the current issue of "Look" under the title, "June Changes Her Tune." June Allyson reports that in "The Shrike," the films "good girl" plays a confused, jealous woman who almost drives her husband to destruction.

Three pages are used for the review which is illustrated by many photos made on the production sets.

•

Florence Somers, in a two-page editorial in the August issue of "Redbook," tells her readers about "Oklahoma."

She reports that "You'll feel you're part of the production when you see America's favorite musical filmed in an entirely new process. The film is projected on a screen twice as wide as it is high, with an arc of 128 degrees. The result for the viewer is a sense of participation which has not been achieved on the screen before."

•

"The Girl in the Red Velvet Swing," 20th Century-Fox's filmization of the Evelyn Nesbit story and the Thaw murder case, receives important advance treatment in the Aug. 14 issue of "American Weekly."

Three pages are devoted to a pictorial story of the Fox picture based on the highly publicized murder case.

by WALTER HAAS

51 Theatres Sign To Present Telecast Of Fight: Halpern

Fifty-one theatres throughout the United States have already been cleared for the closed circuit telecast of the heavyweight championship bout between Rocky Marciano and Archie Moore from Yankee Stadium on Sept. 20, it was announced here yesterday by Nathan L. Halpern, president of Theatre Network Television.

Expects 50 More Theatres

With the title fight still seven weeks away, TNT expects about 50 more theatres to be added to the list of houses which will present the closed circuit event.

Among the 51 theatres that have signed and received telephone line clearances is the Bayshore Sunrise Drive-In, Bay Shore, L. I. The drive-in will be the closest theatre to the scene of the 15-round championship.

Halpern reported that some 273 theatres have thus far requested rights to the telecast of the fight.

4 Hamrick Theatres to Present Title Fight

SEATTLE, Aug. 9.—Four theatres in the Hamrick Theatres circuit will present the closed circuit telecast of the heavyweight championship fight on Sept. 20, it was announced by William J. Conner, executive vice-president.

The theatres are the Liberty and Roxy in Portland, Ore., and the Orpheum and Music Hall in Seattle. If closed circuit equipment could be installed by fight time, the Temple Theatre in Tacoma will also present the bout.

'McConnell' Debut On TV Tonight

SAN FRANCISCO, Aug. 9. — Saluting the Air Force Association on its ninth annual convention, Gary Cooper and Dick Powell will appear on the Steve Allen "Tonight" NBC television show (Channel 4) which is telecasting tomorrow night's world premiere here of Warner Bros.' "The McConnell Story," starring Alan Ladd and June Allyson.

Cooper and Powell will be interviewed informally by Allen on the Hollywood segment of the show which will follow the telecast of the premiere ceremonies emanating directly from the forecourt of the Fox Theatre in San Francisco where the convention is in session.

SAG Film Dispute

(*Continued from page* 1)

D. & R. Television Film Co., making "Doorway to Fortune," have signed interim SAG contracts subject to revision if more favorable terms are established generally.

The SAG board last night voted unanimously to support a bill introduced in Congress by Rep. Thomas B. Curtis which, SAG said, "would not only help actors, but members of other professions whose incomes fluctuate sharply from year to year."

SAG said the bill would allow any taxpayer whose taxable income for any one year exceeds 150 per cent of his average taxable income for preceding five years, to spread excess over six year period.

Television--Radio

with Pinky Herman

FIFTEEN top-quality feature films, theatrically released from 1946 thru 1953 and acquired by ABC Film Syndication, Inc., have been sold for exclusive first run (TV) showing to WCBStarting Nov. 1. The package, titled "Anniversary Package" to celebrate the second anniversary of ABC Film Syndication, includes 11 Universal, three Eagle-Lion and one United Artists originals, and includes "names" like James Mason, Sabu, Alec Guinness, Michael Redgrave, Valerie Hobson, Fredric March, Florence Eldridge, Margaret Lockwood, Basil Sydney, Ann Todd, David Farrar and Trevor Howard. . . . The shortage of motion picture animators will soon pose a serious industry problem is the belief of Walter Lowendahl, exec veep of Transfilm and president of Film Producers of N. Y. He points out that with the continued expansion of color TV the need for experienced designers, inkers, in-betweeners and opaquers, will likewise increase and suggests that private art schools all over the country take this into consideration and take steps to include such courses in their curricula.

☆ ☆ ☆

Following President Eisenhower's announcement of the U. S. plan to launch a space satellite, Senator Carl T. Curtis of Nebraska called attention of his colleagues and had entered into the Congressional Record an article in which participating scientists praised Walt Disney for his "technical capabilities of great service to our government" in his studies of flight into space which he incorporated into his feature "Man in Space," and which will be TViewed by millions on "Disneyland," Wednesday, Sept. 7. The article concludes with "Walt Disney may be America's secret weapon for the conquest of space. He has discovered the trigger that may loose this country's financial resources and place the Stars and Stripes of the U. S. aboard the first space ship as a trial run for an era of interplanetary exploration."



Walt Disney

☆ ☆ ☆

Hollywood's master of suspense, Alfred Hitchcock will bring his eerie and dramatic talents to television CBStarting October 2, when a new series of half-hour mysteries, "Alfred Hitchcock Presents" takes over the 9:00-9:30 P.M. slot for Bristol-Myers. . . . George Scheck's "Star Time," featuring talented moppets and teen-agers, will be sponsored by Sunset Appliance Stores over WABD every Saturday starting Sept. 10. . . . Cummings Productions is flooding ad agencies with a sure-fire pitch for Ralph Waldo Cummings' clever spot commershills and jingles in the form of a 12-inch LP Album. This Cummings—going places. . . . Milton Gordon, president of Television Programs of America (TPA) makes another trip to England end of the month to establish offices in London and Rome. In addition to "Lassie," winner of this year's "Emmy" award as "Best children's program in TV," which will be telecast in England beginning next month, TPA properties include "Halls of Ivy" (Mr. & Mrs. Ronald Colman), "Science in Action," "Your Star Showcase" (Edward Arnold), "Ramar of the Jungle" and "Adventures of Ellery Queen."

☆ ☆ ☆

Jack Benny, who'll resume his own TV CBSeries for Lucky Strike cigs, Sunday, Sept. 25 (alternating with Ann Sothern's "Private Secretary") will kick off Chrysler's new "Climax—Shower of Stars" season when he emcees the October 6 "Shower." Skcd calls for Benny to head three or four "S.O.S." programs next season. . . . Heard Mabel Wayne play and sing her new ballad, "The Price of a Kiss" yesterday on Frank Farrell's WABCast from the Sheraton-Astor Hotel. Two Hollywood studios are dickering for the rights to "The Mabel Wayne Story," La Wayne having written numerous hits including "Ramona," "In a Little Spanish Town," "It Happened in Monterey" and "Little Man You've Had a Busy Day." Kim Gannon penned the lyrics to her latest ditty which is published by Leeds Music. . . . Julius LaRosa will fulfill a commitment calling for his appearance at the Steel Pier in Atlantic City last week in August. His CBSubs (Mon. Wed. Fri. 7:45-8:00 P.M.) will include Eydie Gorme, Monica Lewis and Pat Boone.



Jack Benny

WCBS-TV Buys 15 JARO Films for Fall

Fifteen motion pictures, acquired recently by ABC Film Syndication from the J. Arthur Rank Organization, has been purchased by WCBS-TV for television presentation in New York beginning Nov. 1, it was jointly announced yesterday by William C. Lacey, manager of the WCBS-TV film department, and George Shupert, president of ABC Film Syndication.

The film package is part of the 35 British features which ABC Film Syndication acquired from JARO for a reported $1,600,000.

A complete listing of the films, including the date of release to theatres, follows: "Black Narcissus" (Universal release, 1947); "The Seventh Veil" (Universal release, 1946); "Quartet" (Eagle Lion release, 1949); "Man in the White Suit" (Universal release, 1952); "Kind Hearts and Coronets" (Eagle Lion release, 1950); "Great Expectations" (Universal release, 1947); "The Browning Version" (Universal release, 1951); "Prelude to Fame" (Universal release, 1950); "The Magnet" (Universal release, 1951); "Crash of Silence" (Universal release, 1953); "Christopher Columbus" (Universal release, 1949); "Jassy" (Universal release, 1948); "Green For Danger" (Eagle Lion release, 1947); "So Long at the Fair" (United Artists release, 1951); and "Brief Encounter" (Universal release, 1946).

The significant developments in television and their meaning . . .

Every Monday in

Television Today

Right at the start of the week—through an interpretive new style of trade paper journalism — this concise report of the significant news and events keeps you posted quickly and easily.

Television Today

Published every Monday in conjunction with *Motion Picture Daily*

To Meet Again on Italian Permits

Further discussion of the division of 190 Italian permits will take place at next Tuesday's meeting of the Motion Picture Export Asociation. The MPEA meeting yesterday failed to reach agreement on the division for 1955-1956.

U.K. Labor

(*Continued from page* 1)

and sweethearts insist on more time being given to them and their domestic life.

The younger worker is not prepared to give up entirely his social life, his Saturday sports, evening interests and the like. In consequence of all of which and in spite of improved technical developments and conditions in projection booths — so the O'Brien argument runs — younger people find the job unattractive.

Other industries, the document continues, are meeting their difficulties by employing the latest advances in electronics, mechanisation, and the "scientific application of what is known as automation." But the film industry, O'Brien says, has so far neglected this advance. Outside CinemaScope, VistaVision and Cinerama there is hardly a change in the fundamental process of projecting a picture, he says.

The industry, he claims, needs to revise its ideas. "Indeed," he adds, "we will have to welcome with open arms any improvement or advancement that is made in this direction that will enable projectionists to do their jobs better."

Four years or so ago exhibitors began tentatively to discuss an apprentice and training scheme for projectionists, but little practical progress in that regard has been made. Meanwhile, the situation grows acuter; particularly in North-country industrial towns where alternative employment is available under more attractive conditions both so far as pay and working hours are concerned.

O'Brien had some highly provocative thoughts to express also in regard to the industry's future in other directions.

He opines that "more far-seeing theatremen" are convinced that within the next two or three years 3,000 cinemas will be the total number required to serve the industry here. Latest Board of Trade statistics show that 4,500 theatres are now in operation.

"Indeed," comments the union chief, "I understand that the planning of the future in the industry is based upon this premise." The O'Brien glimpse into the future—whether as an exercise in crystal-gazing or by means of a more precise agency does not appear — will inevitably induce more rumbles of indignation among smaller theatre owners already labouring under a perfect sea of troubles of their own.

'Moby' in Festival

"Herman Melville's Moby Dick," a 30-minute Eastman-color featurette, narrated by Thomas Mitchell, has been selected as a United States entry by the Venice Film Festival.

Earnings Rise 32%

Canadian Production of Video And Non-Theatricals Up in '54

By M. L. SCHWARTZ

OTTAWA, Aug. 9.—Motion pictures produced in Canada last year earned 45 film compannies $2,106,131, some 32 per cent more than the $1,592,779 earned by 32 Canadian companies from films produced in the preceding year. Canadian Government announces, adding revenue from printing and laboratory work rose 18 per cent to $1,456,405 from $1,230,493 and income from equipment sales, projection rentals and other sources totalled $1,328,021, with no figure available for the previous year.

Private industry in film production paid salaries and wages to employees totalling $1,549,233 in 1954 as against $1,150,890 in 1953 and the 45 firms in this industry employed 478 employees in 1954 as against 32 firms employing 387 persons in 1953.

In addition, private industry and government agencies produced 14,847,631 feet of black and white as well as 4,592,208 feet of color film in 16 mm. width during the last year. There was also produced 24,789,934 feet of black and white as well as 118,175 feet of color film in 35 mm. Of theatrical production, one film was an adaptation of the original. Of non-theatrical production, 41 were adaptations of language versions of originals and 38 television films were of a similar nature. Eight films were made for other than Canadian sponsors. It is also reported that miscellaneous production together with television motion picture production accounted for the considerable expansion of this industry.

Seven government agencies were engaged in producing and printing of motion pictures during 1954. Of government production, 21 theatrical films, 50 non-theatrical and 49 television films were adaptations or language versions of the original films.

Motion picture production of five minutes or longer in 1954, by private industry, showed for theatrical, one feature against two in 1953, and five shorts against 11, and by government agencies, one feature against none, and 45 shorts against 44; for non-theatrical, by private industry, 262, including 215 television, against 297 in the prevoius year, and by government agencies, 101, and 120 television, against 184.

Private industry produced 688 TV commercials in 1954 against 191 in 1953 and 1,543 theatre trailers against 1,161, with government agencies producing three TV commercials against five and eight theatre trailers against 11. Private industry also produced 282 newsreel stories for theatres against 289 and 902 for TV against 229, while goverment agencies produced 65 newsreel stories for theatres against 58 and one for TV against 20. Slide films (filmstrips) produced by private industry included 199 silent against 48 and 53 sound films against 27, while government agencies produced 64 silent against 32 and no sound films against four in previous year.

Columbia

(*Continued from page* 1)

Central; Jack Underwood, Southwest; Jack Tillman, Northwest; Wayne Ball, Southern California and Rocky Mountains, and Ben Lourie, Chicago.

Under discussion will be the large number of important productions looming on the Columbia schedule. Holding special places on the agenda will be talks on the handling and continued selling of the current "The Man From Laramie" and plans for the Fall release of the CinemaScope musical "My Sister Eileen."

Home office personnel in attendance will include Rube Jackter, assistant general sales manager; Paul N. Lazarus, Jr., vice president in charge of advertising and publicity; Louis Astor, George Josephs and Vincent Borrelli, circuit sales executives; Maurice Grad, short subjects sales manager; H. C. Kaufman, manager of exchange operations; Joseph Freiberg, sales accounting manager; Seth Raisler, contract department manager, and George Berman, assistant manager of exchange operations.

Also present will be Milton Goodman and Daniel Rothenberg, assistants to the circuit sales executives; Al Schwartz, print department manager; Nat Goldblatt, assistant to sales accounting manager, and Daniel Weissman, assistant to contract department manager.

At one session, Howard Le Sieur, director of advertising, publicity and exploitation; Ray Murray, exploitation manager, and Sidney Schaefer, media manager, will be brought in to discuss advertising and promotion.

Indiana

(*Continued from page* 1)

Oscar winners and 64 others missed only one, with 1,500 ballots cast in the contest. The 47 top winners received 30-day passes to all Gary theatres and the 64 second place winners received 15-day passes.

In the Audience Awards contest, Howard pointed out that the voters will not only be competing for prizes but will help in selecting the national winners. In towns where there are opposition theatres, Y & W managers were asked to work with the managers of other theatres in seeking newspaper cooperation, and setting up local prizes.

Y & W theatre managers already enlisted in the contest are Vic Sicilia of the Rivoli Theatre, Muncie; Ray Brenner of the Castle Theatre, New Castle.

Loew's Theatres

(*Continued from page* 1)

called the Riveria. It is to be leased to Loew's which will probably try to get first-run films, according to the Justice Department official.

A New York Statutory Court hearing is planned during the week of Aug. 22, with an exact date to be set later, and the U. S. official says that the hearing will be open for appearances by interested parties. Allied States Association protested to the Department of Justice after Loew's Theatres acquired the second drive-in that interested parties should be allowed to attend the court hearings.

Summer B.O.

(*Continued from page* 1)

more acutely currently than they did last summer.

An ABPT spokesman, stating that business on the whole is quite good, expressed the belief that the product situation has eased somewhat.

SW executive vice-president Sam Rosen described the product situation somewhat differently, however.

"Generally speaking," he declared, "we starve in April, May and June," with things easing up in the summer, the period during which more pictures are released. Rosen did not subscribe to the view that the situation has "eased" any.

RKO Theatres president Sol A. Schwartz said there is a need for more pictures currently. Regarding business during the summer, Schwartz said the protracted hot spell in New York City and elsewhere took somewhat of a toll at the box-office, although RKO Theatres experienced the normal seasonal increase.

Loew's Theatres vice-president John Murphy said the business of the circuit is "running close" to the business experienced last summer. He described it as "spotty," explaining that the good films do very well, but the others poorly, maintaining that there no longer is any "in-between" as far as the grossing performance of a picture is concerned. In regard to the product situation, Murphy maintained that there are not enough good pictures to go around.

Gerald Shea, president of Shea Enterprises, said that business in his circuit picked up substantially since the July 4 weekend. Regarding product, Shea said that exhibition still is feeling the "pinch." The hot weather, too, according to Shea, had an adverse effect at the box-office. Shea pointed to two circuit houses of his which have Sunday openings and which during the hot spell experienced a dip on Sunday opening days compared to last year.

Weather Aids Conn. Theatre Grosses

HARTFORD, Aug. 9.—Connecticut theatre grosses, after weeks of so-so business, attributed primarily to hot, humid weather, are on the upbeat again.

Extensive holdovers are the rule once more, with such attractions as "Mister Roberts" playing to capacity audiences.

Drive-in operators report that return of better weather has resulted in a definite improvement in trade. The open air situations reportedly suffered as much as the hard-top houses during the recent five-week heat wave in this territory.

Berger Hits Terms To Small Theatres

MINNEAPOLIS, Aug. 9. — Benjamin N. Berger, president of North Central Allied and chairman of national Allied's Emergency Defense Committee, charged in an NCA membership bulletin that Warner Bros. and United Artists "forgot" their promises to sell all pictures flat to low grossing theatres and were asking 50 per cent for "Mr. Roberts" and "Not As a Stranger."

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 29 NEW YORK, U. S. A., THURSDAY, AUGUST 11, 1955 TEN CENTS

By TOA-TESMA

All-Industry Exposition in 1956 Planned

Will Be Represented by All Segments of Cinema

Initial plans for an all-industry exposition and fair to be held at the soon-to-be completed New York City Colosseum, during September of 1956, were discussed here yesterday by committees from the Theatre Owners of America and the Theatre Equipment and Supply Manufacturers Association.

Attending yesterday's discussions on formulating plans for the 1956 show were Walter Reade, Jr., Albert M. Pickus and Joseph G. Alterman of TOA. Representing TESMA were Fred C. Mathews, J. Robert Hoff, Larry Davee and Merlin Lewis. Sitting in as an observer was William Orkins, who is handling the 1955 TOA convention trade show at the Hotel Biltmore in Los Angeles, Oct. 6 to 9.

In discussing the exposition, Reade said that he envisions an all-industry show which will include participa-

(*Continued on page 6*)

Goetz Leaving MGM; Returning to U. S.

From THE DAILY Bureau

LONDON, Aug. 10. — Ben Goetz, chairman and managing director of M-G-M British Studios, Ltd., since 1945, wound up his duties here this week and will return to the U. S. at once.

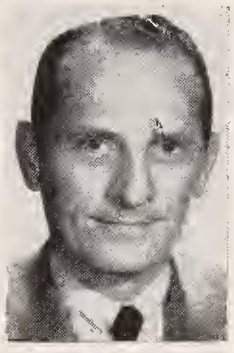
Despite local reports to the contrary, Goetz said today he has no plans whatever for the immediate future, his association with M-G-M having been concluded with termination of his contract.

Max A. Cohen's First Drive-in

William Sobel and Arnold Berger, co-owners of the Starlite Drive-in, Stamford, Conn., have sold their interest in the theatre to Max A. Cohen of Cinema Circuit Corp. of New York, marking the first drive-in for the New York company. Larry Jasper will continue on as manager under the new ownership.

Glett Named V-P Of RKO Radio

Charles L. Glett, recently elected to the Executive Staff of General Teleradio, today was appointed executive vice - president and a member of the board of directors of RKO Radio Pictures, Inc., it was announced by Daniel T. O'Shea, president.



Charles Glett

Glett will make his headquarters at the RKO Studio in Hollywood. Prior to joining General Teleradio, he was vice-president in charge of network services for CBS-Television on the West Coast. Following an extensive career in motion pictures, Glett joined the Mutual-Don Lee organization in 1949 as vice-president in charge of network activities.

Aldrich in New UA Pact for 4 Films

Producer-director Robert Aldrich, whose "The Big Knife" has been submitted as the Society of Independent Motion Picture Producers' entry to the Venice Film Festival, has completed negotiations with United Artists for a new releasing deal for his Associates and Aldrich Co., under which he will make four additional independent productions for the distribution company within the next twelve months.

Aldrich currently has four writers working on the properties to be filmed under the terms of the new United Artists agreement. The first to go, with a late fall start indicated, will be "Tyranny," from an original story and screen play by Aldrich.

Second of the projects to be put in work will be "Kinderspiel," for which

(*Continued on page 6*)

Urges COMPO to Lead Drive

Fight Now for End Of Tax: Pinanski

ATC President Points to Election Year, Administration Excise Relief Promise

The industry was urged "to lose no time" in organizing a campaign for the complete elimination of the Federal admission tax at the next session of Congress by Samuel Pinanski, American Theatres Corp. president, in a statement issued here yesterday.



Sam Pinanski

Pinanski, emphasizing that he was not speaking for the Council of Motion Picture Organizations, of which he is a member of the governing triumvirate, pointed out that next year will be an election year.

Regarding COMPO, Pinanski stated that "it has been my understanding that the COMPO executive committee last

(*Continued on page 3*)

Essaness $24 Million Suit Trial in Sept.

The $24,000,000 anti-trust suit which was filed by Essaness Theatres Corp. of Chicago on Aug. 25, 1949, against Balaban & Katz and eight major companies has been scheduled for trial on Sept. 12 in Chicago.

The suit charged B & K with monopoly control of most of the first, second and a large portion of third and fourth run theatres in Chicago.

'Tall Men' Off Fox's Schedule to Allow Special Handling

Twentieth Century-Fox will launch "The Tall Men" in CinemaScope, starring Clark Gable, Jane Russell, Robert Ryan and Cameron Mitchell, in the same playoff pattern as "The Robe" which to date has grossed $44,000,000 in its world-wide release, it was announced yesterday.

Considered the company's most important attraction since "The Robe," the adventure drama will be opened slowly in a few pre-release situations

(*Continued on page 3*)

Negotiators Continue SAG-TV Film Talks

From THE DAILY Bureau

HOLLYWOOD, Aug. 10. — With the Screen Actors Guild, Association of Motion Picture Producers and Association of Television Film Producers representatives negotiating for the second day in succession, and with indication that the meetings will continue tomorrow if not finalized tonight, SAG's week-old strike against TV film producers appeared nearing the status susceptible of settlement.

Although rumors have been current

(*Continued on page 3*)

Mexican Independents Facing Strike From STIC on Aug. 18

MEXICO CITY, Aug. 10.—The small independent distributors appear to be the last of the trade to face labor trouble. The National Cinematographic Industry Workers Union (STIC) which won a 17 per cent wage increase from the nine major American and three top Mexican distributors, now threatens the independents with a strike on Aug. 18 unless they pay 17 per cent more salaries. These distributors are Guaranteed Pictures, distributor of French, German and Russian films, head of which is Mario Calvet, ex-local 20th-Fox public relations man; Francia Films, Emilio C. Tello, Vives Films, Cinematografica Coloso, Ro Internacional, Distribuidora Central, Acapulco Films and Distribuidora Reinoso.

They told the Federal Board of Conciliation and Arbitration, which is seeking to avert the strike, that they can't afford to increase pay at all.

M-G-M Packaging 2 Due to Product Jam

PITTSBURGH, Aug. 10.—For the first time in local history, M-G-M is packaging two of its pictures to go first-run into 26 local and district houses starting next Sunday. The two are "Bedevilled" and "Moonfleet." A product jam at the Penn, normal outlet for M-G-M product, brought about this unusual proceeding.

PERSONAL MENTION

HOWARD DIETZ, M-G-M vice-president and director of publicity, advertising and exploitation, returned to New York yesterday from the Coast.

•

EDWARD DMYTRYK, producer-director, and actors SPENCER TRACY and ROBERT WAGNER will leave Hollywood today for New York enroute to Europe. The group will leave here on Saturday for Paris.

•

E. S. GREGG, president of Westrex Corporation, has returned to New York after visiting subsidiary company offices in Europe, the Near East and Far East.

•

AILEEN BRENON of Brenon and Morgan Associates will leave New York today for Europe aboard the "Queen Frederica."

•

MEL SHAVELSON and JACK ROSE, Paramount's writer-producer-director team, have arrived in Rome from Hollywood.

•

MITCHELL RAWSON of M-G-M's publicity department, will return to New York from an upstate vacation.

•

BUDDY ADLER, 20th Century-Fox producer, will arrive in New York over the weekend from Hollywood.

•

DAN S. TERRELL, M-G-M publicity manager, will leave here tomorrow for a vacation.

•

BOB HOPE will arrive here today from England via B.O.A.C. Monarch.

•

ROSALIND RUSSELL arrived in New York yesterday from the Coast.

5 Start; Six Finish; 30 Films in Work

From THE DAILY Bureau

HOLLYWOOD, Aug. 10.—Production dropped only one point this week, for a total of 30 pictures now before the cameras. Five new pictures were started and six others were completed.

Started were: "The Eddy Duchin Story," CinemaScope, Technicolor, and "Safari," Warwick Productions, CinemaScope, Technicolor (Columbia); "Viva Las Vegas," CinemaScope, Ansco Color, and "Lust For Life," CinemaScope, Eastman Color (Metro-Goldwyn-Mayer); "The Lone Ranger," WarnerColor (Warner Bros.).

Completed were: "Toughest Man Alive" (Allied Artists); "Battle Stations (Columbia); "Tender Trap," CinemaScope, Eastman Color (Metro-Goldwyn-Mayer); "Slightly Scarlet," Superscope, Technicolor, and "Glory," David Butler, Superscope, Technicolor (RKO Radio); "Red Sundown," Technicolor (Universal-International).

Pathe Cameraman To Work in Russia

Cedric Baynes, newsreel cameraman from the London office of Warner Pathe News, will be the first Western professional motion picture cameraman admitted to the Soviet Union since 1947 when he arrives in Moscow on Sunday, according to Walton C. Ament, vice-president and general manager.

Baynes has permission to photograph all over Russia, limited only for military security, for an indefinite period. His films will be shown in this country by Warner Pathe News.

Baynes' visa is the culmination of continuing efforts on the part of John D. LeVien, Pathe news editor and assistant general manager, to get a correspondent into Russia following the death of Stalin.

After long and fruitless negotiations with Molotov, the Soviet Embassy in Washington, and the late Andrei Vishinsky, LeVien, serving as newsreel liaison head for the Geneva Conference, managed to talk to Molotov in person. The Russian Foreign Minister referred him to Leonide Ilitchev, chief of the press department of the Foreign Office, and the visa eventually followed.

Wald to Supervise 10 Columbia Films

HOLLYWOOD, Aug. 10. — Ten motion pictures will be produced by Columbia Pictures in the next four months under the supervision of Jerry Wald, Columbia vice-president and executive producer, who recently signed his second three-year contract at that studio.

The films which are scheduled for production include "The Eddy Duchin Story," in CinemaScope; "The Harder They Fall," "Flight," "Reprisal," "It Happened One Night," in CinemaScope, "The Solid Gold Cadillac," "The Dollmaker" and "Joseph and His Brethren."

Open Conn. Drive-in

HARTFORD, Aug. 10. — Charles Lane, operator of the New Haven Drive-In, and Irving C. Jacocks, operator of the Branford Theatre, a conventional at Branford, Conn., have opened their newly-built 1,000-car capacity Summit Drive-In, Route 1, Branford. Cost of construction was not disclosed. The project covers a 40-acre site.

Confirms Mayer's Interest in Loew's

From THE DAILY Bureau

HOLLYWOOD, Aug. 10.—A spokesman for Louis B. Mayer, former M-G-M production head, informally confirmed published reports that Mayer has been approached by two separate groups interested in acquiring ownership control of Loew's, Inc., but that he is not in on any of the negotiations.

DeMille on 74th Birthday—At Work

HOLLYWOOD, Aug. 10. — Cecil B. DeMille will celebrate his 74th birthday tomorrow by doing exactly what he has been doing since last March —putting in a twelve-hour day at the studio working at top speed directing scenes for his production of "The Ten Commandments."



C. B. DeMille

"I wish that I had his energy," commented John Derek, one of the stars of the DeMille film, who happens to be celebrating his 29th birthday on the same day. However, a small celebration of DeMille's birthday will be confined to a candle-adorned cake to be unveiled in the studio commissary when DeMille enters for lunch.

Podhorzer Sees Big German Film Interest

American exhibitors are showing an increased interest in foreign motion pictures, particularly in the new crop of German films being offered for distribution in this country, according to Munio Podhorzer, president of Casino Film Exchange.

Podhorzer, who recently returned here from a tour of several key exchange cities, said that 15 German films, in sub-titled versions, have been sold for distribution to All Nations Book & Film Service.

Milwaukee Booking Films

He revealed that almost an entire season's product has been booked by a Milwaukee theatre for presentation to the house's German-speaking patronage. The theatre agreed to play 42 Casino programs. Podhorzer said that theatres in Detroit and Cleveland took 39 German film programs each.

"Exhibitors everywhere showed an unprecedented interest in foreign product, and a number of them told me they were eager to see what the new German film industry had to offer," Podhorzer said. He added that there was some disappointment with the French and Italian product being offered and that theatres were definitely aware that promising German pictures are on their way.

Crowds Greet Webb

TOLEDO, O., Aug. 10. — Local police estimated an unprecedented crowd of 10,000 jammed the Express Airport here to welcome Jack Webb on his half-hour stop for brief press conference enroute Cleveland on his nationwide airborne tour in connection with openings of Warner Bros.' "Pete Kelly's Blues."

Rhoden Holds Phila. Awards Meeting for 150 Local Exhibitors

Special to THE DAILY

PHILADELPHIA, Aug. 10.—Elmer C. Rhoden, national chairman of the Audience Awards campaign, gave a detailed presentation of the national program at a luncheon in the Bellevue Stratford yesterday before 150 exhibitors, representing over 500 theatres in northern Pennsylvania, southern New Jersey and Delaware. Rhoden explained the purpose of the Audience Awards election, described how it would help exhibitors as well as other elements of the industry, and urged participation of all theatres in the November election.

'Phenix City Story' To Loew's State

Allied Artists' "The Phenix City Story" has been booked into the Loew's State Theatre to follow M-G-M's "The Cobweb," it was announced by Morey Goldstein, A.A. vice-president and general sales manager.

The New York City engagement will be the first following the simultaneous world premiere at the Woods Theatre, Chicago, the Georgia Theatre, Columbus, Ga., and the Phenix City Drive-In and Palace Theatres, Phenix City, Ala.

Makelim Company in Music Publishing

HOLLYWOOD, Aug. 10. — The Makelim Music Publishing Co. is being formed to publish songs and musical scores from all forthcoming features being produced under the Makelim Plan.

Recordings and sheet music will be made available to exhibitors of the Makelim films as a source of extra profits at their candy counters, it was stated.

Mack Reelected Filmack President

CHICAGO, Aug. 10.—Irving Mack was reelected president of Filmack Trailer Co. at this week's board of directors meeting. Others on the executive roster are: Don Mack, vice president; Bernard Mack, secretary; Joseph Mack, treasurer; Lou Kravitz, as well as John Wenner of Daniel F. Rice Co., stock brokers, were reelected to the board of directors.

Two from Astor

Astor Pictures will release for September two re-releases, "Boy's Prison" and "Killer Bait," as one combination dual bill, it was announced by Robert M. Savini, president. Previously titled, respectively, "Johnny Holiday" and "Too Late for Tears," both were originally released by United Artists. The combination has been booked by the RKO Metropolitan Circuit starting the end of the month.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second-class matter Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10¢.

Urges Anti-Ticket Tax Campaign

(Continued from page 1)

fall approved a renewal of the tax campaign, with the matter of timing to be determined later."

"I cannot conceive of any better time than now," Pinanski declared, adding that "I hope COMPO will be able to lead this fight, as it so gloriously led the last tax campaign" which resulted in an admission tax reduction. "In fact," Pinanski continued, "I consider it is COMPO's duty to this industry to lead the fight, and that anybody should think otherwise is inconceivable."

Exhibitor Responsibility

Pinanski prefaced his statement by stressing that he is making this proposal as an exhibitor responsible for the welfare of a number of theatres. He continued: "Since the completion of the last tax drive I have made many public utterances that I expected COMPO and the industry to work as soon as possible for the complete elimination of the tax. This, in my opinion, is merely completing the original job we set for ourselves."

More than 9,000 theatres are still paying Federal admission taxes. In the year following the reduction of the admission tax on April 1, 1954, these 9,000 theatres paid more than $81,000,000 into the Federal Treasury. I know of individual theatres that are paying upwards of $100,000 annually in admission taxes.

Pointing out the upcoming election year and the advisability to seek elimination of the tax then, Pinanski stated that the Administration has made it known that there will be further excise tax relief next year to some industries. "We should start now to organize our forces for an all-out fight for complete tax repeal so that we will be included among the industries getting relief."

$81,200,000 to U.S.

The ATC president acknowledged that the reduction of the admission tax from 20 to 10 per cent for admissions over 50 cents increased the gross of theatres involved. Nevertheless, Pinanski stated, "these theatres continued to pay large sums into the U. S. Treasury," their combined payment being $81,200,000, he noted.

"Concerning our relationships with Washington, a study of the first 12 months following tax repeal shows that all of the industry's predictions as to the recovery of taxes by the U. S. Treasury from corporate sources have been borne out. I think our good faith with the government has been vindicated at every point," the statement continued.

"My attitude is not unknown to high circles in Washington, for I made it plain to government officials at the conclusion of the last tax campaign that many of my colleagues in the industry, as well as myself, could not be satisfied that this partial relief would bring economic soundness to all theatres. We of course were very happy to win complete tax relief for half of the theatres, but we never said we were contented with partial relief for the other half. This the Treasury Department well knows from me personally, and it was my understanding that the door was left open for us to come back with a plea for complete relief after we had had experience with the reduction.

"I want the industry to go back for this complete relief now. I feel that if I didn't urge this action at this time I would be derelict in my duty to my stockholders and certainly to those other theatre owners who are suffering through the present situation only because they have expected all along that an effort would be made to obtain complete tax relief as we originally set out to do," the statement concluded.

Pinanski, after a stop-over in New York from Boston yesterday, left for Miami on business. He is expected to return to Boston at the weekend.

Effects of 1954 Tax Relief

Highlights of statistics made public yesterday by Sam Pinanski, president of American Theatres, concerning the situation following the Federal admission tax exchange of April 1, 1954:

9,801 out of a total of 18,866 theatres operating then paid a total of $81,200,000, the entire theatre tax received by the government thereafter.

Of the 9,065 theatres exempt from the tax, 3,194 charging 25 cents or less admission, showed an average gross increase per theatre of $2,786.47.

The 5,871 theatres charging admissions between 26 and 50 cents showed an average gross increase per theatre of $5,688.97, non-taxable.

Of the 9,801 theatres charging admissions over 5 cents, 4,276 charging between 51 and 60 cents paid an average tax of $6,255.84.

2,851 theatres charging 61 to 75 cents, paid an average tax of $6,015.43.

2,567 theatres charging between 76 cents and $1 paid an average tax of $10,031.

107 theatres charging over $1 admission paid average Federal admission taxes of $102,803.73.

Schwartz Will Press 'Camera' Seal Appeal

Fred J. Schwartz, president of Distributors Corp. of America, called a press conference yesterday to reiterate his statement made at a press conference in Hollywood earlier that he would carry his appeal from Production Code Administration refusal to grant "I Am a Camera" a seal to the Motion Picture Association board. The latter is scheduled to consider the D. C. A. appeal next Monday.

Regardless of the outcome, Schwartz told reporters he would go ahead with distribution of "Camera" and would not consent to deletions being made. It has been passed by all censor boards to which it has been submitted to date, he said, and reported that about 50 bookings have been made for it in various parts of the country.

U-I Buys Another Haas Production

Universal-International has completed negotiations for the outright purchase of the Hugo Haas Production, "Hold Back Tomorrow," it was announced by Alfred E. Daff, executive vice-president, who said it would be accorded top release treatment. The picture was produced, written and directed by Haas and stars Cleo Moore and John Agar.

"Hold Back Tomorrow" is the second Haas picture U-I has purchased recently. The other was "Tender Hearts," in which Haas starred in addition to producing, writing and directing.

Kupferman Leaves For Europe Wed.

Theodore R. Kupferman, the newly appointed director of Cinerama Productions' reactivated "production unit," will leave here for Europe next Wednesday on possible properties for a picture in the Cinerama process.

While in Europe, he plans to visit London, Paris, Rome, Milan and Madrid, visiting Cinerama theatres also. Kupferman's trip is being made at the suggestion of Louis B. Mayer, Cinerama Productions board chairman, who recently returned from the Continent, it was explained.

SAG Strike

(Continued from page 1)

that the chief stumbling block in way of agreement, the producer refusal to make any residual payment whatever to players for second run, has been overcome, and that present talks concern percentages rather than principle, no solid confirmation to this effect has been forthcoming from any quarter.

Meanwhile, Janard Productions, Inc., producing the Janis Paige Show, today became the eleventh company to sign a unilateral contract with SAG.

NBC Coverage for 'Girl Rush' Debut

National Broadcasting Co. network television coverage of events in conjunction with the world premiere in Waterbury, Conn., of Paramount's "The Girl Rush" and star Rosalind Russell's homecoming has been set with Dave Garroway's "Today" Show.

On Aug. 18, premiere-and-homecoming day, the Garroway TV show will originate from the "village green" in the center of the New England industrial city where Rosalind Russell was born and reared.

Four TV cameras will be used to cover activities in which Miss Russell and two other stars of "The Girl Rush," Gloria De Haven and Eddie Albert, will participate.

'Tall Men'

(Continued from page 1)

starting in late September.

"The Tall Men" is being taken off the company's regular release schedule for September in order to institute the "custom tailored" distribution pattern. A promotional budget commensurate to "The Robe" has been set to pre-sell the picture to the widest possible audiences, it was said.

The top-budgeted attraction will bow initially in a brace of carefully selected theatres. Each engagement will be backed by full-scale newspaper, TV and radio advertising promotion and local level exploitation. Hollywood-styled invitational openings are planned with prominent civic, business, social and political figures present with full press, wire service, TV and radio coverage.

CBS Six Months' Earnings Up 22.2%

Consolidated net income of Columbia Broadcasting System, Inc. was $6,327,672 for the first half-year of 1955 as compared with $5,177,449 for the comparable period in 1954, it was announced at the meeting of the board of directors by William S. Paley, chairman. This represents a 22.2 per cent increase for the first six months of 1955 as compared with the first half of 1954.

The six months' earnings for 1955 were 87 cents per share. During the same period in 1954, the figure was 74 cents per share after adjusting the number of shares outstanding to reflect the three-for-one stock split-up approved by the stockholders last April.

At the meeting, the board of directors declared a cash dividend of 20 cents per share on its Class A and Class B stock, payable Sept. 9 to stockholders of record on Aug. 26.

Hillman Wins SW Northeast Contest

HARTFORD, Aug. 10.—Irving Hillman, manager of the Roger Sherman Theatre in New Haven, has been named winner of the second month of the Stanley Warner zone sales-promotion competition, it was announced by Harry Feinstein, SW Northeaster zone manager.

Other prize recipients were Steve Barbette, Warner, Lawrence, Mass.; Andy Sette, Capitol, Springfield, Mass.; Joe Borenstein Strand, New Britain, Conn.; and Andy Roy, Stanley, Utica, N. Y.

ABC Adds Three to Publicity Staff

The American Broadcasting Co.'s publicity services and staff, continuing its expansion move, has added three more persons to the publicity departments in New York and Hollywood, it was announced by Gene Accas, ABC's director of advertising, promotion and publicity.

Joining the ABC staff are Christie Barter as assistant photo editor in New York; Joe Weston, former Warner Brothers publicist, as a member of the exploitation unit, and Stan Morris, former publicist for Universal and Eagle Lion, as a publicity writer. Weston and Morris will work out of Hollywood.





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Seek 'Legal Right' In Crockett Funds From Disney Campai

Special to THE DAILY

OKAWVILLE, Ill., Aug. 10.—Mrs. Margie Flowers Cohn of Okawville, who claims to be a great-great-granddaughter of Davy Crockett, is one of the Alamo hero's descendants involved in a petition in Federal District Court in Maryland, to reinstate litigation between Walt Disney Enterprises and Morey Schwartz so that they may protect their "legal rights" to share in profits from Crockett's popularity.

Mrs. Cohn and the others have organized and incorporated the David Crockett Descendants Fund as a charitable trust, and Crockett Kids, Inc. The new corporation has filed an application with the Patent Office to register the trade mark "Real Davy Crockett Kids" including its insignia. According to Mrs. Cohn, four manufacturers have agreed to pay five per cent royalty for use of the "Davy Crockett Kids" trade mark.

The announced purpose of the organization is primarily to protect the name of Davy Crockett.

Smith Drive-In to Join Drive-In Week

Special to THE DAILY

BOSTON, Aug. 10.—The 25 drive-ins of Smith Management Co., scattered through the Midwest and East, will actively participate in National Drive-in Week Aug. 26-Sept. 1. A meeting of the district managers of the circuit was held in Indianapolis last week, called by William Powell, director of public relations and advertising for the circuit. A specific campaign was drawn up to celebrate the 22nd anniversary of the founding of the first drive-in in Camden, N. J., but at the same time, this national campaign will be coupled with the anniversaries of the drive-ins of the Smith interests. Philip Smith, president, is a pioneer in drive-in theatres.

It Will Be 'Russell Day' in Waterbury

WATERBURY, Conn., Aug. 10.—Mayor Raymond E. Snyder today officially proclaimed next Thursday as "Rosalind Russell Homecoming Day" in this New England industrial city. The occasion will be the world premiere of Paramount's "The Girl Rush," Miss Russell's first film musical, at the Stanley Warner State Theatre, here.

Miss Russell will arrive in Waterbury with co-stars Gloria De Haven and Eddie Albert the morning of the 18th, a few hours ahead of a party of 100 newspaper representatives who will be brought to Waterbury for day-long festivities that will be climaxed with the world premiere of the Frederick Brisson VistaVision production. Mayor Snyder will officially welcome Miss Russell and the premiere party at a City Hall ceremony. A luncheon, country club swimming party, cocktail reception, banquet and other events will follow.

'Laramie' to Capitol

Columbia's CinemaScope, Technicolor "The Man From Laramie," starring James Stewart, will have its premiere at the Capitol Theatre here following "Not As a Stranger."

All-Industry Exposition

(*Continued from page* 1)

tion by the motion picture production and distribution companies, theatre owners, manufacturers and distributors of equipment, supply, dealers and the International Popcorn Association. It is understood that the TOA-TESMA show idea has already been presented to two film companies, Paramount and M-G-M, and both of which having expressed interest in the plan.

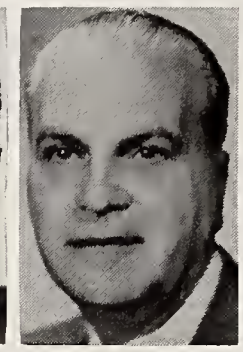
Financial responsibilities for the proposed exposition and fair would be jointly shared by TOA and TESMA, it was reported by Reade, who stated that the show would also have an international flavor and aspect. Invitations for participation would be sent abroad to foreign film industries and exhibitor groups.

To Invite COMPO

A public relations campaign to secure the public's interest in the show will also be instigated by TOA and TESMA, possibly under the auspices of the Council of Motion Picture Organizations, who would be invited to take part in the exposition and fair, it was reported. Invitations for participation in the event also will be extended to independent theatre organizations, among them being Allied States Association, whose 1955 convention is being run in November in conjunction with the annual TESMA trade show.



Walter Reade, Jr.



Fred Matthews

The 1956 convention of TOA is to be held at the New York City Colosseum, Sept. 19 through 25. TOA has an option on the third and fourth floors of the Colosseum's exposition hall for the trade show which will be held in conjunction for the exhibitor convention.

Aldrich

(*Continued from page* 1)

John Harding is writing the original screenplay. Aldrich will launch this production in New England in January.

The final two properties on the United Artists program from Associates and Aldrich are "Potluck for Pomeroy" and "Machine for Chuparosa."

Sell Mass. Drive-in

FALL RIVER, Mass., Aug. 10.—Stockholders of the Somerset Family Drive-in Theatre have sold the enterprise to the Rialto Amusement Co., Inc. The purchase price was not disclosed. Joseph L. Schwartz, of Fall River, and Theodore Rosenblatt, Maurice Safner and John E. Pirani, all of Providence, sole stockholders, announced the sale through their attorney, Louis A. Horvitz.

Review

"The Divided Heart"

(*J. Arthur Rank—Republic*)

A TENDER, touching and moving story, "The Divided Heart" can be described as an emotional experience. It is a British film about Germans and Yugoslavians which can be appreciated by all Americans.

The story it tells is a deceptively simple one about a child who must choose between his real mother and his foster parents. Thus, on one level, it is a tale of suspense, but unlike most other such tales, it is rare, beautiful and true. For it goes to the heart of a problem that is prevalent in Europe but which has an affinity with the rest of the world.

The German parents of an adopted boy learn, through the International Refugee Organization, that the child's real mother is alive and has traced him after many years. At first, the sympathy is naturally directed towards the foster parents, but when the Yugoslavian mother tells of her and her family's experiences at the hands of the Nazis, the sympathies are diverted. The German mother then reveals her story and the decision of the United States Court of the Allied High Commission must reach appears to be an impossible one.

The audience, the protagonists, the judges all have their divided hearts at this moment and the decision, not to be revealed here, creates a paradoxical ending for no matter which mother wins the child, both joy and sorrow are sure to follow.

The acting is flawless. Cornell Borchers plays the German mother, Yvonne Mitchell the Yugoslavian mother and Michel Ray the confused boy. The only name familiar to American audiences is Alexander Knox who has a comparatively brief role as one of the judges.

"The Divided Heart" is superior film making that touches the emotions with an honesty that is rare and richly rewarding. It deserves to be seen and cherished by everyone.

It was produced by Michael Truman, directed by Charles Crichton and written by Jack Whittingham. It is a Michael Balcon production for the J. Arthur Rank Organization. All involved merit the highest praise.

Running time, 89 minutes. General classification. Release date, Aug. 11.

PEOPLE

Lorraine Prato, daughter of **Gino Prato** who collected $32,000 on the "$64,000 Question" TV show Tuesday night, is a member of the 20th Century-Fox International Corp. staff here. It was her letter to the sponsor that made her father a contestant.

¤

Ed Potash has been named sales manager of the Universal branch in Philadelphia. **Richard Melvin** has been appointed city salesman and **Sieg Horowitz** takes over as upstate salesman. **Bernard Golden,** formerly a student salesman, has been assigned to the Delaware and New Jersey territory.

¤

Della Gallo has been added to the staff of the Allied Booking and Buying Organization in Chicago. Miss Gallo, formerly with an independent circuit, will serve as a film booker.

¤

Seymour H. Graff, manager of Loew's Premier Theatre here, has been transferred to Loew's Orpheum, in a series of managerial changes announced by **Eugene Picker,** in charge of Loew's in-town operations. **William Klenert** has been shifted from Loew's Premier to Loew's Fairmount, and **Mary F. Kirkwood,** temporary relief manager, has been assigned to Loew's Inwood Theatre as manager.

¤

Machiko Kyo, Japan's leading film actress and star of "Gate of Hell," will attend the Venice Film Festival and visit Rome, Zurich, Frankfurt, Berlin, Paris and London before coming to the U.S.A. for the first time on Sept. 18.

¤

Kenny Morris will continue as manager of the Buckner Blvd. Drive-in, Dallas. The Buckner is one of the three Dallas drive-ins recently purchased by **E. L. Pack** from **Claude Ezell.** Morris opened the Buckner two-and-a-half years ago.

¤

Tom P. Hawley, formerly of CBS Network Sales and the Bremmer Broadcasting Corp., has joined the Princeton Film Center as sales manager. He will have his headquarters in New York.

¤

George C. Hoover, international chief barker, will attend the charter night affair of the new Variety Club of the Pacific Northwest in Seattle on Aug. 18. Hoover will be in Seattle on the 16th, 17th, and 18th when he will address various civic groups and be interviewed on radio and television. **Rotus Harvey, Ezra Stern, Ben Goffstein** and **Al Grubstick** will also be attending the dance. Hoover's itinerary will include a visit to San Francisco, Aug. 19 and 20; Los Angeles, 21 and 22; Dallas, 23, returning home to Miami on the 24th.

. . . NEWS ROUNDUP

Miss. Theatre Burns

The Pix Theatre in Collins, Miss., was destroyed in a fire that caused $200,000 damage to the building property. The theatre was partially covered by insurance.

■

Plan Tenn. Drive-in

A 300-car drive-in is in prospect for Dickson, Tenn., by Mrs. W. F. Bruster of Dickson Theatres, Inc. A glassed auditorium will be available in addition to the outdoor area. It will be in two sections—one for families with children and the other for adults only. It will open next spring.

■

Vacation Over

After a two-week layoff to provide vacations for the entire staff, the Lincoln Theatre, St. Catharines, Ont., has reopened with a rush of business. The Lincoln is a unit of Famous Players Canadian and the closing for staff holidays was a move that aroused wide-spread attention.

■

TV Film Exchange

A film distribution center, Canadian Television New Film Co-Operative, has been established in Toronto as an exchange to serve TV stations particularly with news clips. Walter J. Blackburn, president and managing director of the London "Free Press," heads the organization.

■

To Read 'Hunter'

The National Broadcasting Co. radio network will devote an hour program on Tuesday evening, Aug. 23, to a single performance by Charles Laughton, who will deliver a narrative reading of "The Night of the Hunter," the Davis Grubb novel which Laughton has directed as a United Artists picture.

■

Tour for 'Knife'

Producer-director Robert Aldrich has set composer Frank DeVol for a disk jockey promotion tour to achieve a nation-wide penetration for his forthcoming United Artists release, "The Big Knife." He will leave Hollywood on Aug. 26 to tour the 12 key disc-jockey cities, Boston, New York, Chicago, San Francisco, Los Angeles, St. Louis, Kansas City, Philadelphia, Washington, Cincinnati, Pittsburgh, Cleveland and Detroit.

■

Resume Construction

Work has been resumed on the Shop City Drive-In Theatre, Clayton, Mo., a 700-car project, and on the 1,000-car Cahokia Drive-In on Highway 460 under construction by the Bloomer Amusement Co. of Belleville, Ill., following settlement of strikes of the AFL Carpenters District Council and Local 268, AFL Sheet Metal Workers. Grand openings scheduled for September will be delayed because of the strikes.

Reviews

"The Naked Street"

Edward Small—United Artists

USING the paying formula, director Maxwell Shane and writer Leo Katcher have written a drama about crime in the city, which carries the requisite excitement with sordid realism. Shane, who can depict with the sociologist's deadly unemotional perception the odor and noise and movement of dead end kids and their city streets, gives us here with the help of able acting, a picture of the hoodlum. And shows that big or small, and functioning amidst immorality, the "hood" must somewhere have a system of morality.

Anthony Quinn, rugged and big and tough, spitting and barking from a twisted mouth in the argot of the alleys—and with the authority of the man who learned in a thousand street fights how to command respect—is the gang chieftain. Madly fond of his mother and sister, expiating his sins, he determinedly keeps from them the realities of his evil life, his rackets, mistresses, hoods, contrived murders, and when he returns occasionally to an old country dinner in their tenement apartment, he is to them the prodigal, tender and lavish, and in them he finds surcease and what he recognizes is a decent way of life.

His downfall, slow and complex but accumulating momentum begins here. Farley Granger, a very smalltime punk so warped he dreams of big time gangsterism as a way of supporting a wife, and so inept he knifes a storekeeper to death during an ordinarily inconsequential robbery—puts Quinn's sister, Anne Bancroft, "in a family way."

Quinn powerfully and deviously arranges evidence which springs Granger from the death house, and marries him off to Miss Bancroft. The baby is born dead, Granger chafes at legitimately driving a truck, at restraints of marriage and at Quinn's dominance. The payoff to this is Granger's return to the death house, this time framed by Quinn. And this time he dies in the chair.

The payoff for Quinn is accumulating evidence of his misdeeds dug up by news reporter Peter Graves, himself with knowledge of the streets derived from boyhood acquaintance. Quinn fails to weaken, frighten, or deter, and finally even to kill Graves; and he himself fails in a roof top flight to jump across an alley he knew as a child, and he dies there.

Granger as a handsome weakling is just so, in a role which is subordinate, comparatively lifeless and certainly unsympathetic. Miss Bancroft, and Elsie Neft, as the mother, never are more than stereotypes of the carefully sheltered relatives of the gangster of foreign extraction. A novelty this time is that they are of Slavic background.

Producer Edward Small nevertheless has here a popular feature, with the ingredients usually found salable, and with production trappings better than usual.

Running time, 84 minutes. Adult classification. For release in August.

"The McConnell Story"

Warner Brothers—CinemaScope *Hollywood, Aug. 10*

HENRY BLANKE'S production of the tragic story of Col. Joseph McConnell, Jr., who became the first triple jet ace in the air war over Korea and then flew to a test pilot's death at Edwards Air Base in 1954 is told with authenticity and in impressive detail.

With the remarkably consistent Alan Ladd playing McConnell, and the accomplished June Allyson (a COMPO Audience Award nominee, by the way) proving another of her incomparable portrayals of a loving wife, the picture has built-in box office strength sure to account for favorable grosses.

CinemaScope and WarnerColor figure importantly in the bringing to realistic screen form the story of the Number One pilot as scripted by Ted Sherdeman and Sam Rolfe from a story by the former. As is the case with all pictures having to do with aerial combat, much of the action takes place in the bright blue yonder, which is a quite exciting place, in fact, but a most dismally difficult place to photograph interestingly enough (what's to photograph but blue sky background?) to hold audience eye-interest for longer than seconds. The artistry of cinematographer John Seitz, A.S.C., triumphs handsomely over that always substantial professional problem.

Others in the cast whose performances contribute greatly to the success of a story that proceeds under the inescapable handicap of its known tragic outcome are James Whitmore, Frank Faylen and Robert Ellis, skillful troupers all.

The picture picks up McConnell in 1941 when he's in the habit of skipping Army duty to learn flying from a professional teacher at an air field off Army limits. It follows his course through service schooling which makes him an Air Force navigator over Europe in World War II, and through other switches of service and rank culminating in his Korean fame and his test-pilot fate. Under Gordon Douglas' deft direction the players come through with characterizations that give the production far more interest and suspense than are often achieved in fact stories of recent events.

Running time, 109 minutes. General classification. For release in August.

WILLIAM R. WEAVER

27,000,000 See Bow on TV of 'McConnell'

Special to THE DAILY

SAN FRANCISCO, Aug. 10.—An estimated 27,000,000 television viewers watched what was said to be the largest crowds in San Francisco's history throng Market Street tonight for the world premiere festivities of Warner Bros.' new Alan Ladd-June Allyson drama, "The McConnell Story," which was telecast over Steve Allen's NBC "Tonight" program from coast to coast.

The festive atmosphere of what civic leaders called San Francisco's biggest and most elaborate world premiere was heightened by the presence of a large contingent of Hollywood stars, 20,000 delegates attending the Air Force Association convention and virtually every top ranking Air Force officer here for the convention.

Although the premiere proper began earlier in the evening with crowds filling the specially-erected bleacher sections in the street outside the brightly-lit Fox Theatre, the nationwide telecast led off with Steve Allen, in San Francisco, informally interviewing Gary Cooper and Dick Powell in Hollywood.

Big D Starts Work On 'Dallas' Picture

Special to THE DAILY

DALLAS, Aug. 10.—Big D Pictures, Inc., a newly organized film company, has begun filming exterior shots of "The Dallas Story," the first of 39 commercial films dealing with interesting cities.

Officers of the new film company are Harold Schwartz, president, Charles Edwards, executive vice-president, and Charles Marcus, vice-president and general counsel.

According to Edwards, the feature length films, in color, will be distributed to a "guaranteed" viewing audience of 30,000,000 by United World Co., a releasing division of Universal International Films, Ideal Pictures of Chicago, Modern Talking Picture Service and Associated Films, both of New York.

Stock Transactions

Associated Motion Picture Industries bought 2,300 shares of Republic Pictures common to bring its total holdings to 190,084 shares, according to S.E.C. reports. Also, Louis K. shares of Loew's, Inc., common and Lawrence Hoguet sold his entire holdings of 150 shares of Skiatron Electronics and Television common.



Next week from coast to coast!

WILLIAM HOLDEN · JENNIFER JONES



20th Century-Fox presents

LOVE IS A MANY-SPLENDORED THING

CINEMASCOPE®
COLOR by DE LUXE

with TORIN THATCHER

PRODUCED BY BUDDY ADLER · DIRECTED BY HENRY KING · SCREEN PLAY BY JOHN PATRICK

Tune in this Sunday! **See Ed Sullivan's "Toast of the Town" salute "Love is a Many-Splendored Thing" on CBS-TV network. Hear The Four Aces sing the beautiful title song! Get your FREE record, Radio-TV Dept., 20th Century-Fox, 444 W. 56 St., N.Y., and start plugging this great number now!**



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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 30 NEW YORK, U. S. A., FRIDAY, AUGUST 12, 1955 TEN CENTS

Plan 36 Pictures

'U' Increases 1955-56 Slate By 25 Percent

Of the 36 Pictures, 27 Will Be Filmed in Color

What is claimed to be Universal-International's most ambitious program of top-budget, top-starring productions in its modern history has been formulated in high-level executive meetings just concluded at the studio, it was announced yesterday.



Edward Muhl

The studio conferences decreeing the record program were presided over by president Milton R. Rackmil and attended by board chairman N. J. Blumberg, ex-

(*Continued on page 3*)

See Good Results in Pitts. Area Drive For Rogers Hospital

PITTSBURGH, Aug. 11.—Early returns from the first group of circuit and independent theatres in the Pittsburgh exchange area which are conducting extended audience collections for the Will Rogers Hospital have exceeded expectations both in the amounts collected and in the response from theatre patrons, the committee

(*Continued on page 5*)

Skouras to London On African Deal

Further talks on the Schlesinger deal are under way in London with the arrival there of 20th Century-Fox president Spyros P. Skouras.

The deal, looking toward the acquisition by 20th-Fox of Schlesinger's African Theatres Ltd., goes into effect if 20th-Fox, by Dec. 1, purchases 90 per cent or more stock of African Theatres.

Celebrity List for 'Many Splendored' 'Sneak' at Roxy

Leading stage, screen and television personalities, United Nations members, and a galaxy of fashion models will converge on New York's Roxy Theatre Monday evening for the premiere-styled preview of 20th Century-Fox's "Love Is a Many Spendored Thing" in CinemaScope, starring William Holden and Jennifer Jones.

The many celebrity guests will join Buddy Adler, producer of the romantic drama based on Han Suyin's best-seller, for the gala, kleig-lighted event preceding the regular opening of the attraction at the theatre on

(*Continued on page 3*)

NSTFP Sets Parley On TV Film Code

From THE DAILY Bureau

HOLLYWOOD, Aug. 11. — The National Society of Television Film Producers is inviting all television film producers to attend a seminar-type meeting, in late September, to discuss a code-of-ethics that will meet all moral and other requirements.

The NSTFP code, like the National Association of Radio Television

(*Continued on page 5*)

Phil Hodes Joins IFE in New York

Philip Hodes has joined the I. F. E. Releasing Corp. in a special capacity to initiate and conduct an extensive research campaign aimed at surveying the field of specialized distribution, it was announced by Seymour Poe, executive vice president of the company.

Hodes, who was formerly an RKO sales executive for many years, will be headquartered in the New York offices of IFE.

Hail Pinanski's Proposal

Exhibition Warm to Tax Repeal Project

Only Question Is Whether to Start the Campaign Now or Await Congress' Return

By MURRAY HOROWITZ

A warm response from exhibition quarters here yesterday greeted the proposal for an all-out industry drive seeking the total elimination of the Federal admissons tax, made by Samuel Pinanski, American Theatres Corp. president.

'Can't Sell What Is Being Given Away'

Until recently theatre cooling systems were generally credited with being the lure which sold plenty of theatre tickets in the heat and humidity from June to October. Now exhibitors are revising downward their rating of the sales effectiveness of the "It's Cooler Inside" slogans on theatres.

The explanation, they say, is that cooling systems have become so commonplace today—not only in bowling alleys, bars, restaurants, shops, but also in homes—that the public is attracted less and less by the "comfortably cool" come-on.

Favorable sentiments for the move were voiced by Eugene Picker, vice-president of Loew's Theatres; Walter Reade, Jr., board chairman of Theatre Owners of America, and Emanuel Frisch, president of the Metropolitan Motion Picture Theatre Association.



Eugene Picker

The only question raised was one

(*Continued on page 3*)

SAG Film Strike May Unite TV Industry

From THE DAILY Bureau

HOLLYWOOD, Aug. 11.—Apart from whatever economic consequences may accrue to either the television or theatrical film fields from the Screen Actors Guild strike against telefilm producers, its occurrence will have had

(*Continued on page 4*)

Winners Announced In Col.'s 6-Month 'Sales Salute' Drive

A. Montague, Columbia's general sales manager, yesterday announced the results of the company's "Sales Salute" drive which ran from January through June. The sales chief revealed the winners to the company's

(*Continued on page 4*)

Allied Not Completely Out

TOA Hopes to Continue Its Parleys With Company Heads

Hope of holding follow-up meetings with individual film companies, similar to the series of sessions held by the joint Allied Theatre Owners of America committee, was expressed here yesterday by Walter Reade, Jr., TOA board chairman.

Reade, while expressing hope for such meetings, added that none at this point had been scheduled. However, from another source it was learned that one of the film companies, Paramount Pictures, has tentative plans to confer with the exhibition group in the fall.

Although Allied States has with-

(*Continued on page 4*)

Report Spain Decrees 4 to 1 Film Ratio

Although there has been no confirmation here, the Spanish press yesterday reported that the Division of Information and Education in Madrid had issued a decree calling for a 4 to 1 ratio in respect to foreign pictures. In other words, for every four foreign pictures dubbed in Spanish, a distributor must handle one Spanish picture with native dialogue.

The Motion Picture Export Association will discuss the situation at its regular meeting next Tuesday.

PERSONAL MENTION

ADOLPH R. SCHWARTZ, manager of the Westrex Co., India, a subsidiary of Westrex Corp., has arrived in New York from Bombay.

•

JOSEPH E. LEVINE, president of Embassy Pictures Corp., is in Hollywood from New York and is expected to return here over the weekend.

•

SARTOS SMALDONE, operator of the Malta Drive-in Theatre near Saratoga Springs, N. Y., has announced the birth of a son to his wife on Aug. 8.

•

ROBERT WRONKER, 20th Century-Fox publicity writer, is recuperating from a shoulder injury at Roosevelt Hospital here.

•

BURT SLOANE, United Artists trade paper publicist, is currently vacationing in Montauk, L. I.

•

HERMAN KASS, Universal Pictures Eastern exploitation manager, will leave here tomorrow for San Antonio.

•

RUTH DRAPER, actress, has arrived in New York form London via B. O. A. C. Monarch.

•

MARINA SVETLOVA, ballerina, left New York yesterday via B.O.A.C. for Rome.

Two Polio Cases in Boston Film District

BOSTON, Aug. 11.—Two cases of polio have been reported in the film district. Louis Sternburg is on the danger list at the White Hospital of Massachusetts General Hospital where he is suffering from bulbar polio and is in an iron lung. The son of Robert Sternburg, district manager of New England Theatres, Inc., he is 30 years old and has two small children. He was a former salesman for Motion Picture Advertising.

Another victim of the disease is Mrs. Edward Redstone, the former Leila Warren, wife of the vice-president of Redstone Drive-in Theatres who is in the New England Center Hospital. Her name has been dropped from the danger list and she is reported to be showing steady improvement.

Neilan Set October Date for 'Crockett'

HOLLYWOOD, Aug. 11.—Marshall Neilan will begin shooting the "Adventures of Davy Crockett, Boy Pioneer," from a script written by Mary McCall, Jr., in October at Crystal Springs, Tenn., with 14-year-old Chad Kendall in the title role, it was announced today.

Neilan, who will direct the film, said he expects to close a distribution deal for the picture next week.

Three Unions Asking Increases

British Producers Open Talks With Studio Labor on New Pacts

From THE DAILY Bureau

LONDON, Aug. 11.—Negotiations on a demand of more pay for all studio workers, arising out of the severely steepened spiral in the cost-of-living here, were begun today.

The Producers' Association negotiating committee met Association of Cinema Technicians' representatives first, and National Association of Theatrical & Kine Employes, with the electricians' union, later.

Had it not been for an internecine quarrel between the unions the discussions would have taken place under the umbrella of projected Film Industry Joint Industrial Council. BFPA's Sir Henry French had long laboured for the formation of the Joint Council under whose instrumentality an overall studio agreement might be arrived at. But NATKE and the electricians didn't approve ACT's methods and broke away from the Council.

Seek Pay Increase

All three unions are asking for substantial pay increases.

Some of the more intransigent electricians endeavoured to jump the gun and organized a one-day "token strike" at the Shepperton studio recently. That lately has become a popular device among Red-led factions in the trade-union movement here. On this occasion, however, the union officials' disciplinary whip cracked successfully. All is now reported as quiet at Shepperton pending the outcome of the talks begun today.

First O'Dwyer Film To Start Tuesday

Special to THE DAILY

MEXICO CITY, Aug. 11. — Reports in June that William O'Dwyer, ex-mayor of New York and former American Ambassador to Mexico, had become a picture producer in Mexico were confirmed by O'Dwyer, himself, in the law office that he heads here.

He announced a partnership with Gen. Juan Azcarate who has produced a news reel and documentaries here during the past 10 years. O'Dwyer explained that the arrangement is to bring Mexican and American producers together and ease the Hollywoodians working in this country by clearing the way for them with the government, the picture labor unions and the studios.

Two Film Arrangement

Two pictures are to be started under this arrangement. The first, scheduled to go into work next Tuesday, will be "Daniel Boone" by Ganaway Productions and the Rodriguez Bros. It will star Bruce Bennett, Lon Chaney, Jr., and Feeron Young and be entirely in English. Exteriors will be made in Contreras, historic local suburb. The other, "The Man Eater," will have an English version, directed by Al Conway, and one in Spanish, directed by Ismael Rodriguez.

Albany Is Pushing Gehring Sales Drive

ALBANY, Aug. 11. — The "Bill Gehring Birthday Party" drive, to be conducted Sept. 4-10 in honor of the 20th Century-Fox executive assistant general sales manager, is being strongly pushed by the Albany branch. Manager Clayton G. Pantages announced that the local office had already passed its quota.

The campaign will, in effect, be of two weeks' duration — the first for playdates and the second for collections.

Manager, salesmen and bookers comprise the "Party Team." Arrangements for the drive were made, for this territory, at a recent Northeast division meeting in Boston, addressed by Glenn Norris, assistant sales manager for the East.

The Albany exchange is striving for outstanding results, because Gehring served here as office manager when a local office was opened 35 years ago.

Canada Not Making Profit from Films

OTTAWA, Aug. 11. — John W. Pickersgill, Minister of Citizenship and Immigration, told the Canadian Parliament here that the government is not making a profit out of the films shown in theatres by National Film Board.

However, the "reason that we are anxious to have them shown and perhaps the prime reason why the film board exists is that we feel that there ought to be some Canadian element in these cinemas," the Minister added.

"Even if we do not make a profit out of it, because of the effect of the constant viewing of these things on the mind and personality of Canadians, it is desirable that a small fraction at any rate of what Canadians see in the cinemas should be Canadian," he emphasized.

Quirino Books-Buys

ALBANY, Aug. 11. — Anthony Quirino, owner-operator of the Crandall in Chatham, notified local exchanges that he is now buying and booking for the theatre. An earlier report stated that Joseph Agresta was assuming the buying and booking, as well as acquiring the Rialto in Massena—from Elmart Theatres of Buffalo. Elmart had bought and booked the Crandall for several years.

John Greer, 47

HOLLYWOOD, Aug. 11.—Technicolor expert John Greer, 47, winner of two Academy Awards, died here today of a heart attack.

Carl Shalit Has 25 Candles on Cake

DETROIT, Aug. 11.—The industry in general and Columbia Pictures in particular will pay honor to Carl H. Shalit, Central division manager, who will celebrate his 25th anniversary with the company next week. The celebration got its start this week in New York where Shalit is attending a sales meeting.



Carl Shalit

The Variety Club tent here, of which he was a founder, has planned a testimonial banquet to Shalit on Aug. 23 in the Sheraton Cadillac Hotel.

Originally from Toronto, Shalit's first goal was to become a doctor. After studying medicine, he decided that the picture business was much more interesting and he launched his career with Educational, selling short subjects. Then he switched to Tiffany-Stahl Productions when that company was in its heyday and finally went with Columbia, which then was the lusty "baby" of the major companies.

Even though Carl gave up medicine, his son, Ivan, is studying to be a doctor at Western Reserve University in Cleveland. His daughter, Mrs. Sidney Shear, is married to a doctor and resides in Beverly Hills.

Carl's hobbies are golf and fishing.

Nizer Heads Defense In Essaness Action

CHICAGO, Aug. 11.—Louis Nizer of the New York law firm of Phillips, Nizer, Benjamin & Krim is rounding out a full month here preparing for trial of the Essaness anti-trust suit against Balaban & Katz and major distributors. Nizer is chief of counsel for the defendants.

The suit has been scheduled for trial starting Sept. 12 in Federal court here. Filed in 1949, it asks treble damages of $24,000,000.

George Caron Dies

KEENE, N. H., Aug. 11.—Funeral services were held here for George Caron, manager of the Scenic Theatre for the past 25 years, who died suddenly of a heart attack.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"MISTER ROBERTS"
in CinemaScope and WarnerColor starring
Henry FONDA • James CAGNEY
William POWELL • Jack LEMMON
A WARNER BROS. PICTURE
and SPECTACULAR STAGE PRESENTATION

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second-class matter Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10¢.

Exhibitors Hail Pinanski Plan

(Continued from page 1)

of timing, whether the effort should get underway now, as suggested by Pinanski, or at some future date.

Reade said "obviously" he is in favor of such a campaign. He went on to say that he had not delved deeply enough into the question to state whether the Council of Motion Picture Organizations, as proposed by Pinanski, should tackle the drive at this time.

Reade stated, nevertheless, that Pinanski is close to the situation and he is qualified as anyone in the business to know.

Question of Timing

Frisch also endorsed the suggestion. As to the question of timing, Frisch said "off-hand" he did not have enough information. He would be interested, Frisch added, to hear a report on the question of timing from Pinanski and Robert Coyne, special counsel to COMPO.

Frisch went on to point out his understanding that Congress has set up a subcommittee on excise taxes which will convene in January. It may be wise "to get our ammunition together now," he declared.

Efforts to reach Abram F. Myers, general counsel of Allied States, in Washington were unavailing. It was explained that Myers was out of town on vacation and would not be back until after Labor Day.

In New York, Wilbur Snaper, Allied's representative on COMPO's governing trimuvirate, declined comment. He did indicate a desire, however, to call a meeting of the triumvirate.

It is understood that the first steps in the machinery to launch a COMPO anti-ticket tax drive would be a meeting of the triumvirate, the other members of which are Pinanski and Al Lichtman, 20th Century-Fox distribution director.

Gehring Available

Lichtman yesterday was out of town, but it is understood that William C. Gehring, executive assistant to Lichtman who has acted as his alternate at COMPO meetings, would be available for the convening of the triumvirate. Full approval of the triumvirate would be needed before the proposed drive would be launched.

Picker, commenting on Pinanski's proposal, said the elimination of the tax is "something we need badly and the government should recognize it." The timing, he added, is important, pointing out that he has not given that factor much study.

Reade, asked if the tax drive question would come before the TOA convention in October, replied in the affirmative if Pinanski presents it either to the TOA board or convention. In his comments, Reade expressed the belief that there are indications that the Federal government has had a tremendous increase in its income tax returns, adding that it may be propitious now to get a reduction in excise taxes, referring to the admissions tax.

Wholly in Favor

MMPTA's president Frisch, saying that he was wholly in favor of exploring the question of launching an anti-tax drive now, joined Pinanski in pointing out that the Administration has promised to re-examine excise taxes in the next session of Congress. From an equitable point of view, the admissions tax should be removed, he declared.

In Chicago, spokesmen for the Essaness and Lubliner circuits stated they naturally were in favor of the total elimination of the tax, but said they preferred to wait until they have all the facts before endorsing Pinanski's proposal. Similar sentiments were expressed by leading circuit executives here.

Some Allied sources in Chicago indicated that they would have no comment on the matter until a meeting of Allied Theatres of Illinois had been held. Illinois Allied president Jack Kirsch was not available yesterday for comment.

Ritchey Says A-A

Plans 3 for Co-Production In Britain

By PETER BURNUP

LONDON, Aug. 11.—Allied Artists definitely is committed to an important co-production program in Britain, Norton Ritchey, president of A-A International, said on his arrival here from the Continent. He is here to set plans for release through Associated British-Pathe of "The Phenix City Story."



Norton Ritchey

Ritchey said A-A has three pictures already lined up for co-production here; two with A.B.-Pathe and a third with an independent group which he declined to identify. The American dollars stake in the pictures will, he said, "run into millions."

Ritchey made the comment that "there are precious few films whose intrinsic merit can stand up for 120 minutes playing-time." He appreciated that "some people" planned the bulk of their pictures at that length so that the second feature would be killed once and for all.

But Allied Artists is in the business of making not perhaps the old-fashioned second-feature but "double-bills." "Ours isn't a maybe business," he said. "People in America and, as I believe, in Britain have been educated to the double-feature program. We're in the business to meet that demand."

His company will release no fewer than 30 pictures in this country during the next 12 months; and all through A.B.-Pathe, Ritchey said.

Newspapers Lead in Giving Picture News

The 50th in the series of COMPO ads in "Editor & Publisher" which will appear tomorrow, gives the results of a survey which shows people get most of their news of forthcoming motion pictures from newspapers. In some cities, the survey showed, magazines led newspapers, but a check of those cities disclosed that in such cities newspapers did not give much coverage to film news.

Under the caption, "Maybe You Just Don't Believe in Surveys . . ." the ad says; "nevertheless, we can't resist telling you about a survey made in some 60 cities recently by a certain motion picture producing company.

"This producer," the ad continues, "wanted to do some pulse-feeling as a guide to planning his promotion campaign for a certain important production to be released next winter.

"Among the questions asked by the pollsters were: 'Did you hear that this stage play was being made into a film?' 'Can you name any of the cast?' . . . and then came the kicker . . . those who answered in the affirmative were asked: 'Where did you get the information?'

"Newspapers (of course!) led the national figures. But, there were some cities in which 'magazines' was the leader over the newspapers.

"So, just for fun, we made a check. Where 'magazines' got the vote, the newspapers did not give much coverage to movie news.

"It is obvious, therefore, that people want movie news and that if they can't find it in their newspapers they will seek it elsewhere.

"From our own experience with people who like movies, we know they are hungry for news about motion pictures and picture people. This is a fact which we believe newspaper editors should not ignore."

Universal

(Continued from page 1)

ecutive vice-president Alfred E. Daff, Edward Muhl, vice-president in charge of production, and David A. Lipton, vice-president.

The 1955-56 production calendar, commencing with the start of the fiscal year on Nov. 1, blueprints a record number of 36 important pictures slated for production, an increase of almost 25 per cent over the total of 29 major properties to be completed in the current year.

High-budget treatment—reportedly providing for a total expenditure of many millions of dollars in excess of previous production budgets—will be accorded more than half of the new program, 20 of which properties will be produced on this large scale, it was said. Three-quarters of the U-I production output for '55-'56 will be in color, with a total of 27 of the 36 chartered for chromatic filming.

U-I's forthcoming film-making program, as enunciated in the meetings, constitutes a triple "first" in topping the studio's own 10-year record in the number of productions to be filmed, from a standpoint of expenditures involved and in scope of product, the company said.

'Kelly' Takes $5,002 At Fox in St. Louis

Warner Brothers' "Pete Kelly Blues" which opened at the Fox Theatre in St. Louis in conjunction with the personal appearance of Jack Webb, took in an opening day gross of $5,002 at the theatre on Tuesday, the film company said.

The first day figure is reported to be the highest mid-week non-holiday "take" garnered by any Warner Brother film at the theatre, it was said.

'Splendored'

(Continued from page 1)

Thursday. The producer is flying East from Hollywood to attend the preview.

Among the well-known figures of the entertainment world invited to the "sneak" preview are Tyrone Power, Helen Hayes, Jose Ferrer, Rosemary Clooney, Rosalind Russell, David O. Selznick, Franchot Tone, Walter Abel, David Wayne, Nina Foch, Jack Carter, Johnnie Ray, Perry Como, Eartha Kitt, Julius La Rosa, Kitty Kallen and Peter Lind Hayes and Mary Healy, and many others.

Dr. and Mme. P. H. Chang, Consul General of China, and 50 United Nations student observers garbed in their native dress attend, including many Far Eastern delegates from countries near Hong Kong, site of the picture's background and location filming.

A group of models will display a new collection of Suzy Perette dresses inspired by costumes worn in the production. The fashion show will be the first to exhibit the new Fall fashions stressing the Oriental influence.

In addition, Ed Sullivan's CBS-TV "Toast of the Town" program will give the picture a two-way salute Sunday evening. The Four Aces, one of the top recording groups, will sing the film's title song on the program, which the quartet has recorded for Decca, and a five-minute film clip showing Holden and Miss Jones in dramatic highlights from the picture, will be telecast.

'Maddalena' to Premiere

"Maddalena," a Titanus Film production, will have its American premiere at the Larkin Theatre in San Francisco on Aug. 26, it was announced here by I. F. E. Releasing Corp., distributors of the film in this country.

50 UN Students to See 'Love' Preview

A delegation of 50 United Nations student observers in their native dress will be present at the preview showing on Monday night at the Roxy Theatre of 20th Century-Fox's "Love Is A Many-Splendored Thing."

The international group, which includes many Far Eastern delegates from areas near the Hong Kong scene of the CinemaScope film's story, will join a number of other distinguished governmental and theatrical notables who are slated to attend the showing.

'Summertime' Breaks Loop Theatre Record

"Summertime" has broken its own all-time house record at the Loop Theatre in Chicago, it was announced by William J. Heineman, vice-president in charge of distribution for United Artists, which is releasing the Ilya Lopert production.

In the second week of its midwest premiere engagement at the Loop, "Summertime" rung up a gross of $20,277 that topped the record gross of $19,550 it registered in its first week at the theatre.

Carolina Suit Filed, Names Wilby-Kincey

Special to THE DAILY

ATLANTA, Aug. 11.—Ellis Blumenthal of Charlotte, who is representing independent theatres in four South Carolina cities, has filed a $3,000,000 anti-trust suit in U. S. District Court here against an Atlanta theatre management firm and eight national distributors with offices here.

Blumenthal charges in the suit that the defendant exhibitors, the Wilby-Kincey Service Corp., and the eight distributors, with three counts of restraint of trade and monopoly practices under the Sherman and Clayton Anti-Trust Acts.

Charges Conspiracy

The four independent theatres are seeking triple damages, attorneys fees and court costs in the suit which alleges that the theatres in South Carolina were forced out of business as a result of the defendants' refusal to supply them with product in a manner that would allow competition to theatres managed by Wilby-Kincey in the area. The suit also charges a conspiracy among the defendants.

SAG Strike

(*Continued from page* 1)

an important direct result in bringing them closer together, both in understanding and in procedural policy.

Through their intimate association during their jointly conducted negotiations with SAG, the Association of Motion Picture Producers and the Association of Television Producers have learned much about each other.

From veteran, experienced AMPP, with its long record of successful and mainly pleasant labor relations, young, active, eager ATFP, with greater stake in telefilm production than AMPP's at this point, has received valuable exemplary benefits.

Conversely, AMPP negotiators have profited from special knowledge possessed by ATFP concerning a field in which AMPP is a relative newcomer.

First Joint Negotiations

This is believed to be the first time in which AMPP has negotiated labor contracts jointly with any other organization. Traditionally, AMPP negotiates with studio unions, usually in groups, and after that Society of Independent Motion Picture Producers, and later on Independent Motion Picture Producers Association do their own negotiating, in that sequence, usually winding up with similar but not necessarily identical contracts. Whether AMPP's decision to act jointly with ATFP in this instance is to be a single exception, or to set precedent, is not immediately determinable.

SAG, AMPP and ATFP negotiators were in meeting again tonight, with "progress being made" towards settlement of the strike which had idled television film producers since a week ago.

Although no principals involved in the situation have given any formal indication, it is believed possible that the strike may be ended by the weekend.

HOLLYWOOD . . on the march

BY SAMUEL D. BERNS

In keeping with U-I's "global concept" of making films for the world market, Al Daff is bringing six of the company's top foreign sales representatives from overseas to study operations at the studio and to get acquainted with forthcoming products.

☆ ☆ ☆

Eva Marie Saint's first film assignment since winning the Oscar for her wonderful work in "On The Waterfront" will co-star in Bob Hope's "King of Hearts," the VistaVision version of the Broadway hit, which Norman Panama and Mel Frank will produce and direct.

☆ ☆ ☆

Shirley MacLaine, an unknown understudy last year in Broadway's "Pajama Game," goes back to the main stem to drum beat for her starring roles in Hal Wallis' "Artists and Models" and Alfred Hitchcock's "The Trouble With Harry."

☆ ☆ ☆

Ted Cott, general manager of DuMont's O and O stations, plans wider use of color programs in the Fall, with perhaps an "all-color" day a regular feature.

☆ ☆ ☆

There's a race on between the film labs for business from Cimex, Mexico's government-subsidized production organization.

☆ ☆ ☆

"Coronet" has selected "To Catch a Thief" as its picture of the month for September.

☆ ☆ ☆

The make-up artists, hair stylists and body make-up artists will get the spotlight at their third annual Debs Dinner in the Hollywood Palladium on Sept. 30.

Columbia Winners

(*Continued from page* 1)

division managers and home office sales executives in the second day of their meeting at the Savoy Plaza hotel here.

Eight division managers and the branch managers, salesmen, office managers and bookers of 22 of the company's 33 exchanges earned cash awards as a result of the drive, which took the form of dual competition pitting division against division and branch against branch.

Division Winners

Division manager winners were Harry Rogovin of New England and Wayne Ball of the Southern California-Rocky Mountain division, as well as Nat Cohn of New York who tied with Ben Lourie of Chicago and Bob Ingram of the Southeast division who finished deadlocked with Mideast's Sam Galanty. In the case of ties full awards went to both men. Two special awards for managers whose divisions did not win in the competition but had high performance ratings went to Jack Tillman of the Northwest and Harry Weiner of Eastern Pennsylvania and Southern New Jersey.

Four classes of awards were given to the branch offices. Winners in the branch vs. branch competition which also hit over 100 per cent of quota were New York, managed by Saul Trauner; Washington, Ben Caplon, manager; Los Angeles, Harold J. Green, manager; Atlanta, George Roscoc, manager; Boston, Thomas F. O'Brien, manager; Jacksonville, D. Paul Hargette, manager; New Haven, Walter Silverman, manager, and Chicago, headed by Ben Lourie.

Branches which won in competition and registered between 95 and 100 per cent of quota included Denver, R. C. Hill, manager; Seattle, L. Neal Walton, manager; Minneapolis, Henry J. Chapman, manager, and Albany, Norman Jackter, manager.

Branch Competitors

Branches which won in competition but did not exceed 95 per cent of quota were Cincinnati, Phillip Fox, manager; Cleveland, Jerome Safron, manager; Pittsburgh, Jack Judd, manager; Indianapolis, Murray Devaney, manager; Omaha, Joe H. Jacobs, manager, and Memphis, Norman J. Colquhoun, manager.

Three special awards went to losers in the branch competition who exceeded 95 per cent of quota. These were the combined Dallas and Houston branches, managed by A. Mon Whitcher and John Windberry, respectively; Philadelphia, Lester Wurtele, manager, and San Francisco, Melvin Klein, manager.

TOA Hopes

(*Continued from page* 1)

drawn its membership in the joint exhibition group, TOA has taken the position that it will continue follow-up meetings on its own. However, an Allied official here said that Allied had not entirely withdrawn from the "conference picture." He said members of Allied's Emergency Defense Committee are available for meetings with individual companies if company executives invite them to attend.

'Holders to Vote on Changes in Du Mont At October Meeting

A plan which would place the company in a stronger position in the rapidly expanding electronics industry and entail a revision of the capital and corporate structures of Allen B. Du Mont Laboratories, Inc., will be presented to stockholders at a special meeting to be called in October, according to Dr. Allen B. Du Mont, president.

The proposed capital and corporate structures of Du Mont Laboratories revisions would affect the interest of Paramount Pictures, which is a major stockholder.

The plans provide for the creation of the Du Mont Broadcasting Corp. to own and operate TV stations here and in Washington with stock in the new corporation to be distributed to the parent company's common stockholders on a ratio of one share of the new corporation to two-and-one-half shares; reclassification of Class A common stock and Class B common stock, authorized and outstanding, to one class of common stock. (Paramount presently owns all of the Du Mont Class B issue), and to increase the number of directors from eight to 10.

To Create New Office

Du Mont said that it is also proposed to create the office of chairman of the board and hold an election of all company officers by the board of directors and have 90,000 shares of common stock reserved on which purchase options may be granted to company executives.

The company's present directors are: elected by Class A stock, Allen B. Du Mont, Thomas T. Goldsmith, Jr., Stanley F. Patten, Percy M. Stewart and Armand G. Erpf; elected by Class B stock, Barney Balaban, Paul Raibourn and Edwin L. Weisl.

In addition, the stockholders will be asked to approve a long-term contract with Dr. Du Mont which provides, in addition to salary, options to purchase 35,000 shares of the company's common stock. It also is understood that Dr. Du Mont shall be elected chairman following approval of plans by the stockholders.

Separation of broadcasting from the company's electronic research, development and manufacturing operations, Dr. Du Mont stated, will clear the way for separate and independent managements of each to capitalize on and realize their unusual potentials.

Steps necessary to obtain favorable action by the Federal Communications Commission will be taken immediately.

Legion Reviews 5 Films

Five films were reviewed and received classifications from the National Legion of Decency in the group's latest bulletin. Put in Class A were Allied Artists' "Spy Chasers," Columbia's "Duel on the Mississippi," Lippert's "Simba," and Universal-International's "To Hell and Back." The Legion of Decency put U-I's "The Naked Dawn" in Class B because of the films low moral tone.

To Show 'Yukawa'

WASHINGTON, Aug. 11.—The U.S. Information Agency announced that it was planning world-wide distribution of "The Yukawa Story," a documentary film of Japan's 1949 Nobel Prize winner.

PEOPLE

Charles E. Kurtzman, Loew's Theatres division manager with headquarters in Boston, has added the Shea theatres in Buffalo and Niagara Falls to his territory which now includes Boston, Syracuse, Rochester and Toronto. Kurtzman succeeds **Frank Murphy,** division manager with headquarters in Cleveland, who supervised the Shea operation for two weeks. It is reported that the change was made because of geographical reasons, the Shea operation being closer to the Kurtzman territory.

Albert G. Hartigan, formerly director and more recently assistant program manager of TV station WPIX here, has been promoted to the post of program manager.

Walter Lebowitz, manager of the Parsons Theatre in Hartford, has resigned to continue post-graduate study. **James Kulowski** replaces.

Phil Harrington has been named assistant manager of the Stanley Warner Garde Theatre in New London, Conn.

Henry Harrell and **John Winberry,** branch managers, respectively, of the new 20th Century-Fox and Columbia exchanges in Houston, were special guests at the biweekly meeting of the Houston Theatre Owners Association.

Roy Ross, Erroll Garner and **Bill Haley** have been elected to membership in the American Society of Composers, Authors and Publishers.

Mrs. Margaret Daniels has been appointed secretary-bookkeeper of Houston's Variety Club, Tent No. 34.

John B. Swan, Jr., of the Philco Corp. has been reappointed chairman of the traffic committee of the Radio-Electronics-Television Manufacturers Association. **William Fogelson** of P. R. Mallory & Co. has been re-named vice-chairman.

Dominick J. Capano, vice-president, and **Robert L. Sapan,** sales promotion manager, of SOS Cinema Supply Corp., will attend the annual convention of the University Film Producers Association in Boulder, Colo., next week. **John G. Frayne,** president of the Society of Motion Picture and Television Engineers, will address the convention on Tuesday.

Irving Mansfield, veteran radio and television producer, will rejoin the CBS Television Network as a producer on Aug. 15, it was announced by **Hubbell Robinson, Jr.,** CBS Television vice-president in charge of network programs.

Claims Room for All

Skiatron Accuses TV Networks Of Betraying 'Public Trust'

Skiatron, one of the pay-as-you-see TV systems seeking FCC approval, accused the major networks yesterday of trying to scare the public into the false belief that subscription TV and commercially sponsored television cannot exist side by side.

"The advent of toll television raises serious, legitimate problems which the FCC is trying to solve," Arthur Levey, president of Skiatron Electronics & Television Corp., said: "The networks are attempting to cloud the real issues with irresponsible statements that are in a very real sense a betrayal of the public interest which they are pledged to serve."

Skiatron, Levey pointed out, has expressly asked the FCC for permission to telecast its programs over channels not used by the networks. The telecasting, he explained, would be over local station outlets not affiliated with the networks and, as such, not carrying network programs.

"The networks contradict themselves by claiming, on the one hand, that toll TV would merely duplicate what is now served the public without charge, and, on the other hand, threatening to get into the pay-as-you-see business themselves if subscription television is allowed," Levey said.

"It should be apparent that there is ample room for both. Subscription television is a practical mass medium that can supplement existing TV fare by bringing into American homes attractions which are too expensive for advertisers to afford to sponsor on a regular basis over commercial TV.

"At the same time it can make available a type of program—such as a season of opera, ballet and repertory theatre—which advertisers shun because of its limited audience appeal. Such programs will not be neglected by Skiatron for the very simple reason that smaller audiences are still sufficient to underwrite their cost."

The result of toll TV, Levey said in a prepared press statement, could not help but strengthen the entire television and entertainment industries, both in the quality of the programs and in providing a healthy economic base which non-network affiliated station outlets presently lack.

Sees Favorable Effect

He cited a recent "Tide" Magazine survey among the nation's top advertisers which showed that more than 70 per cent of them believe toll TV deserves a trial and that it will raise television standards. The Skiatron spokesman asserted that the appearance of subscription TV on the horizon has already had a favorable effect on the quality of programs the networks are scheduling for the coming months.

He recalled the great controversy that raged a few decades ago between newspapers and the then infant radio industry fighting for the right to present newscasts. Newspapers claimed that allowing news shows over the air would ruin them. What actually happened was that newspaper circulations increased after radio won the fight, Levey said.

"The lesson is worth remembering," the Skiatron spokesman said.

Rogers Hospital Drive

(*Continued from page* 1)

announced. The collections began in the downtown and suburban Pittsburgh area and were held for a minimum of three days in all theatres.

Larry Seidelman, distributor chairman for the drive, stated that nearly 100 kick-off theatres already have reported contributions of more than $10,000 for the three-day collection and that more than 200 other conventional theatres have pledged themselves to the drive and would conduct their extended collections through next week.

Week-end Collections

With the experience gained from the first group, most theatres in the Pittsburgh area will conduct collections for more than the one day requested and all will hold theatre collections over a week-end period.

Harry Hendel, exhibitor chairman, reports that individual theatre managers credit the recent polio vaccine discovery for the enthusiastic audience reaction. The general feeling of the theatre patron is that they, through theatre contributions to The March of Dimes, had a share in the defeat of polio and are anxious to help the Will Rogers Research Program in its fight against tuberculosis.

The Pittsburgh Drive-In campaign which began with a three day collection period in June, is continuing and Jack Judd, drive-in chairman, reports that the 107 drive-ins in the branch area will conduct three-day audience collections by the end of the season.

The group expects a total of $25,000 will be raised for the hospital fund through the extended drives conducted by the combined theatres in the Pittsburgh exchange area.

Albany Area Predicts Big Hospital Collection

ALBANY, Aug. 11.—Heartened by the collection of $881 at the Stanley Warner Strand during the first week of the local run for "Mister Roberts," distributor chairman Ray Smith predicted excellent results throughout the Albany exchange district in the Will Rogers Memorial Hospital and Research Laboratories drive, next week. He stated that a large number of additional pledges had been received from exhibitors.

Flexible Policy

A flexible policy for the audience collections permits theatres to do so for one day or for the entire week. The Strand advanced its dates, to take advantage of the large audiences expected for "Mister Roberts."

A similar policy was reported to have been adopted at the Stanley in Utica and the Troy in Troy.

Westrex Host

Britain's New Anamorphic Lens Is Ready

From THE DAILY Bureau

LONDON, Aug. 11.—Westrex held a highly successful demonstration here of the first Hi-Lux Val anamorphic lens manufactured by the Barnet firm of W. Watson & Sons under the new arrangement whereby Westrex markets the lens in Britain under franchise from Projection Optics.

The demonstration was given before an audience of trade newsmen and technical members of the staffs of the three companies concerned. It included a Westrex test card of CinemaScope proportions and sequences from Columbia's "Three for the Show" and Warners' "A Star Is Born." In all cases the audience was impressed with the spread of light and clarity of definition.

Resembles U. S. Lens

The British-made lens was said to resemble precisely its American counterpart. It is claimed that it will fit practically any projector in current use here or on the Continent. The makers imported glass from the U. S. for the pilot lens, but in future will use glass made by the well-known British firm of Chance and Co.

W. S. Tower, Westrex's London managing-director, stated that the lens is available for immediate delivery. Its price will be "no more" than that of British Optical and Precision Engineers' Varamorph. B.O.P.E. hitherto has had a monopoly in the anamorphic field. Its Varamorph sells at £390 ($1,092) a pair, including mounting brackets.

Tower remarked that this is the first time an American company has entered the motion picture optics' field outside America. But, he added, the new arrangement will relieve his company of some anxiety. Hitherto Westrex has had to "scratch around" for lenses whenever it sold CinemaScope installations.

Depends on Demand

Production output will depend on demand. But Westrex anticipates a comfortable turn-over. Its franchise covers not only the U. K. but the whole of the soft currency area. Exhibitors here welcomed the news of Westrex's entry into the field. They feel that competition may well lead to a reduction in the price of anamorphics.

This is the first venture of the Watson firm with anamorphics, although their zoom lens is widely used by BBC and American television services and by newsreels here.

TV Film Code

(*Continued from page* 1)

Broadcasters code, parallels in principal respects the 25-year-old Motion Picture Production Code.

The NSTFP meeting will provide an opportunity for individual producers to report on problems that have confronted them, offer suggestions, exchange opinions, with a view toward amplifying or revising the code to cover all facets telefilm needs.

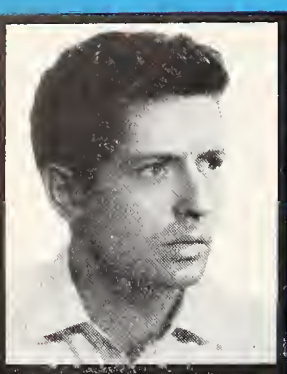
THERE'S *Violent Action!*

AND *Dishonored Love!*

IN EVERY

JUNGLE-ALLEY ALONG...

THE NAKED STREET



FARLEY GRANGER
star of "The Girl In The Red Velvet Swing", as the young hoodlum!



ANTHONY QUINN
star of "The Magnificent Matador", as the underworld's "big fixer"!



ANNE BANCROFT
star of "New York Confidential", who paid the bitter price of dishonor!

EDWARD SMALL PRESENTS

"THE NAKED STREET"

STARRING

FARLEY GRANGER · ANTHONY QUINN · ANNE BANCROFT

WITH PETER GRAVES · ELSE NEFT · SARA BERNER · JERRY PARIS · MARIO SILETTI

Directed by MAXWELL SHANE · Screen Play by MAXWELL SHANE and LEO KATCHER · From a Story by LEO KATCHER

thru UA

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 31 NEW YORK, U. S. A., MONDAY, AUGUST 15, 1955 TEN CENTS

EDITORIAL

Rogers Hospital Needs Your Help

By Sherwin Kane

THIS week many theatres in all parts of the country will make audience collections on one or more days for the industry's own Will Rogers Memorial Hospital at Saranac Lake, N. Y.

The reluctance of some exhibitors to sanction an audience collection for any purpose, regardless of its worthiness, is well known. In many instances, however, such apprehension is unnecessary, as was clearly demonstrated in early collections for the Will Rogers Hospital undertaken by Stanley Warner theatres in Pittsburgh and Albany last week, details of which were published in *Motion Picture Daily* last Friday.

•

Operators of the theatres not only reported much larger collections than had been expected but also said that the attitude of their audiences was definitely favorable. In consequence, most of the theatres extended the collections several days, most of them over the past weekend.

The favorable public attitude was credited by some exhibitors to the recent discovery of the Salk polio vaccine. If the Will Rogers Hospital and its research laboratories are known to the public or properly described to theatre audiences, the contributions solicited will not be resented.

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Most will realize with genuine satisfaction that, as in the instance of polio, public contributions which make possible the continuance of research such as that carried on at the Will Rogers Hospital laboratory, may one day in the near future provide the long sought cure for or innoculation against tuberculosis.

For those theatres that have not yet made plans to take up audience collections for the Will Rogers Memorial Hospital this week, it is not yet too late to do so. Si H.

(*Continued on page 2*)

Television Today

IN THIS ISSUE **PAGE 7**

▶ **Spotlighting the News—significant comment on current and coming events in the television industry...**

▶ **"In Person" Shows Still Rule the Networks—a graphic analysis of live vs. filmed shows...**

▶ **Report on Children's Programs Basis of New Evaluation—the significance of the NBC study of the child audience...**

▶ **Names Making News in Television Today.**

Membership to Vote on Tuesday

SAG, Telefilm Producers Reach Agreement on Contract Formula

From THE DAILY Bureau

HOLLYWOOD, Aug. 14.—The Screen Actors Guild membership will meet on Tuesday night in the American Legion Stadium here to pass upon terms for a new contract with television film producers negotiated on Friday on the eighth day of a strike which had paralyzed telefilm production throughout the nation.

SAG, Association of Motion Picture Producers and Association of Television Film Producers negotiators, after three days of almost continuous meeting, agreed on a formula for the new contract, but withheld the actual terms pending its ratification by all three boards of directors and submission to the SAG membership. The strike was to continue in effect until final approval of contracts by all parties.

Although rate raises were included in the demands made by SAG upon producers, the principal point at issue was payment residuals to actors for

(*Continued on page 3*)

Technicolor Plant In Rome Later This Year, Kalmus Says

Although details have not been completed, indications are that Technicolor will create an Italian company later this year, Dr. Herbert T. Kalmus, president and general manager, stated on the weekend following his return from a business trip to London, Paris and Rome. He was accompanied by Robert Riley, vice-president in charge of Hollywood sales.



Herbert Kalmus

Kalmus said that no announcement could be made at this time with respect to the establishment of an Italian Technicolor company, except that negotiations were continued during their stay in Rome.

Kalmus and Riley were in Paris for

(*Continued on page 3*)

Bushman Named UA Manager in Minn.

Special to THE DAILY

MINNEAPOLIS, Aug. 14.—Herbert Bushman has been named United Artists branch manager in Minneapolis, succeeding Abbott Swartz. Bushman comes from Denver where he was a member of the UA sales staff.

Abbott had been UA manager for five years, having assumed the post when the company took over Eagle-Lion. He was Eagle-Lion manager for five years prior to the takeover.

Dissents on Issue

Rembusch Hits Proposal for Repeal of Tax

Says Exhibition Would Not Enjoy Any Benefits

While Samuel Rosen, executive vice-president of Stanley Warner, joined other exhibition officials in lending support to the Samuel Pinanski proposal for a new anti-ticket tax campaign, a strong dissent was issued at the weekend by Trueman T. Rembusch, board member of Allied States.

Rembusch, invited to express his sentiments regarding the Pinanski proposal, based his disapproval on the contention that "exhibition would not enjoy any benefits accruing from such a fight," adding that "distribution ap-

(*Continued on page 3*)

MPEHF Abandons Plan for Museum

From THE DAILY Bureau

HOLLYWOOD, Aug. 14. — The long-cherished dream of establishing a Motion Picture Institute where the public could inspect industry memorabilia was shattered at the weekend when the board of directors of the Motion Picture Exposition and Hall of Fame reluctantly announced abandonment of its year-old-project.

The MPEHF is preparing to return $568,500 to investors in debentures

(*Continued on page 3*)

Theatres Hurt by Weekend Storms

Weekend theatre attendance all along the Atlantic Coastal area from North Carolina to New England was severely hit by heavy rain and windstorms preceding and accompanying hurricane Connie. Considerable theatre damage, particularly to drive-ins in exposed coastal areas, occurred from South Carolina to New Jersey, according to preliminary reports.

In the New York metropolitan and adjoining areas, the storm cut attendance heavily from Thursday night to Sunday. Drive-ins were deserted. Property damage was reported limited mostly to flooded basements and marquees.

PERSONAL MENTION

SI SEADLER, M-G-M advertising manager, will arrive here today from a West Coast vacation.

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A. J. (JACK) BRONSTEIN, Hartford drive-in developer, will be in New Jersey today from there. He plans to leave his Connecticut home for Los Angeles on Aug. 25.

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JOSE FERRER and his wife, ROSEMARY CLOONEY accompanied by PAUL KAMEY, Universal Pictures publicity representative, left New York for Chicago over the weekend.

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OSCAR MORGAN, Paramount Pictures short subjects sales manager, left New York at the weekend for Montreal and St. John's, N. B.

•

WILLIAM LEVINE, home office assistant to JOHN S. ALLEN, M-G-M Southwestern sales head, left here over the weekend for St. Louis.

•

HERMAN RIPPS, field assistant to JOHN P. BYRNE, Eastern sales manager for M-G-M, is in Boston today from New York.

•

WILLIAM T. POWELL, division manager for Smith Management Co. of Boston, will be in Hartford today from there.

•

CECIL BEATON, British set designer, will arrive here today from London via B.O.A.C. Monarch

•

DAN S. TERRELL, M-G-M publicity manager, left here over the weekend for Washington.

•

E. S. GREGG, president of Westrex Corporation, is in Hollywood from New York.

Court Cuts Damages In Suit Against RKO

HOLLYWOOD, Aug. 14. — The District Court of Appeals reduced by more than $100,000 a damage award for $397,486 against RKO Radio Pictures that was won by Gold Seal Production in the Los Angeles Superior Court in 1953.

The suit was based on RKO's alleged failure to honor an oral agreement to produce a film based on John O'Hara's novel "Appointment in Samarra."

The District Court directed RKO to make payment of $250,000 to Gold Seal, which owns the rights to the book, and an additional $25,000, plus interest to Jack Skirball, head of the company, for services. The award totaled $279,497.

Here for 'Glory'

Margaret O'Brien will arrive in New York on Thursday for three weeks of magazine and press interviews, and personal appearances on TV and radio programs to publicize the RKO release of "Glory."

Feldman to Open New U-I Exchange

From THE DAILY Bureau

LOS ANGELES, Aug. 14.— Universal Pictures vice-president Charles Feldman and local manager Abe Swardlow will entertain exhibitor guests from the Southern California area at the official opening of the film company's new exchange here tomorrow.

Feldman said that "because Hollywood is the capital of the motion picture industry, and home of all major studios, we have designed a building in keeping with the traditional atmosphere of motion pictures." Foster M. Blake, Western Division manager, and Barney Rose, district manager, will cohost the ceremonies.

I.A. Executive Board Winds Up Meeting

Special to THE DAILY

CHICAGO, Aug. 14. — Week-long sessions of the I.A.T.S.E. executive board came to a close here yesterday with little information concerning the agenda made public.

Considerable time was given to discussion of the proposed constitution and bylaws of the newly amalgamated AFL-CIO and to possible further organization of the television field.

Delegates attended a special conference called by the AFL postponing the September convention until December, and a meeting held for review of the newly proposed AFL-CIO constitution.

Dorsey to Represent U-I in Washington

WASHINGTON, Aug. 14.—George Dorsey, Jr., has assumed the post of Universal-International's Washington representative, succeeding John Horton, who recently was transferred to an executive production position at the studio.

Dorsey, who served as a Navy communications officer in the Pacific during World War II has been with NBC here since 1947. Starting as film buyer for WRC-TV, he advanced to the position of program manager for WRC-AM, WRC-FM and WRC-TV, NBC's radio and TV stations here.

A native of Washington, Dorsey is the son of George Dorsey, Sr., manager of the Pathe Newsreel office here.

'Gala' Premiere for 'Splendored' Tonight

A Hollywood-styled pre-premiere celebration for 20th Century-Fox's "Love Is a Many Splendored Thing" in CinemaScope will be held at the Roxy Theatre here tonight.

The preview showing will be a "gala" event attended by important personalities from all segments of the entertainment world, state and city officials, United Nations figures and dignitaries from many walks of life.

Record Six Months For TV Sets Sales

From THE DAILY Bureau

WASHINGTON, Aug. 14.—Over 3,200,000 television receivers were sold at retail during the first six months of this year to establish a new sales record for the period, the Radio-Electronics-Television Manufacturers Association announced today. Retail sales of radios, except automobile sets, in the January-June period also were higher than last year, the Association noted.

During the first six months of this year, 3,202,995 television sets were sold at retail compared with 2,805,760 sets sold in the comparable period last year, the previous high mark for the first half of a year.

In June, a five-week reporting month for RETMA, 430,347 TV receivers moved through retail outlets. In the same month a year earlier otnly 351,885 sets were sold while in May, 1955, a four-week month, 416,908 receivers had been sold at retail.

Firm Denounced for Foreign TV Matter

SAN DIEGO, Aug. 14.—The California State Theatrical Federation, in its annual convention here today, approved a resolution presented by Screen Actors Guild delegate Pat Somerset, denouncing a drug company for having made in other countries television film commercials.

The resolution said in part: "The filmed commercials in question are designed to sell American products to American consumers in the American market, but were made in England at rates of compensation that are below standards established by American unions and guilds."

The resolution recommended that the California State Federation of Labor take a similar action.

Circle Labs. Expand Color Facilities

An expansion program that will triple the color facilities of Circle Film Laboratories is nearing completion, simultaneously with the appointment of Fred Todaro as head of the department, it was announced by Herbert R. Pilzer, president of the company.

Todaro, who has been more than 21 years in the film laboratory field, has been associated with most of the leading companies. A specialist in color processing and quality control, he designed and built several of the basic pieces of equipment now used in the field, such as negative-positive developing machines for Eastman Color Film and machines for printing color positive film with scene to scene color correction.

Editorial

(*Continued from page* 1)

Fabian, president of Stanley Warner Theatres, is serving as chairman of the Will Rogers Memorial Hospital drive.

Air Force Citation To Jack L. Warner

SAN FRANCISCO, Aug. 14.—Jack L. Warner over the weekend was awarded the Air Force Association Citation of Honor for his efforts in behalf of recruiting for the aviation arm of national defense.



Jack L. Warner

Presentation of the award was made at the Air Power banquet of the Air Force Association, at the Palace Hotel here, where the association is holding its 9th annual convention. John R. Alison, president of the association, made the presentation. William Guthrie, Warner Bros. location manager, accepted the award on behalf of Warner.

"The McConnell Story," a Warner Bros. picture based on the life and exploits of Captain Joseph McConnell, first American triple-jet ace, was given its world premiere in San Francisco as a highlight of the convention.

'Bill Robinson Story' Acquired by U-I

Negotiations were completed over the weekend for Universal-International to film "The Bill Robinson Story," based on the career of the Negro entertainer, it was announced by Edward Muhl, vice-president in charge of production.

Rights to film the biography of Robinson were acquired by the studio from his widow through Marty Forkins, manager, associate and mentor of "Bojangles" for more than 40 years until the time of Robinson's death, on Nov. 25, 1949.

"The Bill Robinson Story" will be produced for Universal-International by Aaron Rosenberg, who performed a similar chore on the studio's "The Glenn Miller Story," and currently guiding the production on "The Benny Goodman Story."

'Young' to Criterion

"You're Never Too Young," the 13th Dean Martin and Jerry Lewis comedy, will open at the Criterion Theatre here on Aug. 25 at the conclusion of the run of "The Seven Little Foys," it was announced by Paramount Pictures.

EXECUTIVE - SECRETARY
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Rembusch Against Tax Drive

(Continued from page 1)

propriated all the benefits (of the 1954 tax repeal fight) through increased film rentals." He issued his statement from Franklin, Ind.

Rosen, lining up with such exhibition officials as Walter Reade, Jr., board chairman of Theatre Owners of America, and Eugene Picker, vice-president of Loew's Theatres, said "I think it very necessary that the remaining 10 per cent Federal admissions tax be knocked off."

Excellent Idea

Referring to the proposal of Pinanski, president of American Theatres Corp., Rosen called it an excellent idea. The S-W exeeutive vice-president went on to say that he was not completely familiar with the Washington picture to say whether the organized effort should be launched now, as suggested by Pinanski who called upon the Council of Motion Picture Organizations to lead the drive.

Also raising the question of timing, while finding favor with the Pinanski proposal, were Reade, Picker and Emanuel Frisch, president of the Metropolitan Motion Picture Theatre Association of New York.

Meanwhile, a published statement that Pat McGee, co-chairman of the COMPO tax repeal committee, had suggested that repeal activities may be under way already, was interpreted in responsible quarters to mean only that McGee was maintaining contacts with Congressmen and others who had aided in the 1954 tax relief drive. Any inference that COMPO, as an organization, is officially engaged in such an effort is completely unwarranted, it was ascertained.

Rembuseh, national director for Allied Theatre Owners of Indiana, began his statement by declaring: "Why plow the field, plant the seed, cultivate the erop and have someone appropriate the harvest?" He then went on to contend that distribution "appropriated the benefits" of the 1954 tax repeal campaign.

Legislative Problem

Continued Rembusch: "There is a legislative program, however, offering dividends for exhibitors far greater than any coming out of repeal of the admissions tax—that is the bringing about of legislation which would impose a maximum ceiling on film rentals of 30 per cent, such ceilings as now exist in many European eountries. Under these ceilings European exhibitors not only are prosperous but are free of the economic pressures imposed by distribution on exhibition in the United States.

Must Make a Choice

"Obviously exhibition cannot enter into two legislative endeavors in the next session of Congress. It would be unwise to attempt the repeal of the admission tax and enactment of a law placing ceilings on film rentals, for by division of the efforts neither program might succeed. Therefore, a choice must be made between the two courses of legislative action open to exhibition in the 1956 Congress, on the basis of which course promises the most for exhibition. Since distribution would again grab the benefits of any exhibition success in repeal of the admission tax, the second course of seeking ceilings of 30 per cent on film rentals is mueh more attractive and would be much more lucrative for exhibition," Rembusch concluded.

'Camera' Condemned By Legion of Decency

The National Legion of Decency announced that it has placed the Distributors Corporation of America picture, "I Am a Camera," in its "C," or condemned, classification.

The Legion said: "This film in basic story, characterization, dialogue and costuming offends Christian and traditional standards of morality and decency and must, therefore, be judged as wholly unsuitable on moral grounds for all persons, youth and adults."

"Camera" has been refused a Production Code seal and DCA's appeal from that decision is scheduled to be heard here today by directors of the Motion Picture Association.

Brewer to Address Anti-Red Rally

Some 70 persons, prominent in the entertainment industry, signed a statement calling for wide public support for the House Un-American Activities Committee when it opens hearings today here on Communistic infiltration of the entertainment field.



Roy M. Brewer

Roy M. Brewer, manager of branch operations for Allied Artists and former West Coast representative of IATSE, will address a rally this evening in the grand ballroom of the Hotel New Yorker for committee ehairman Rep. Francis E. Walter under the sponsorship of The Alliance, Inc.

Brewer, who was also president of the Motion Picture Alliance for the Preservation of American Ideals (MPA), will speak on "Communism: Greatest Threat to a Free Theatre in America."

Among the signers of the statement in support are actors Sidney Blackmer, Ward Bond, president of the Motion Picture Alliance; Eugene W. Castle, author of "Billions, Blunders and Baloney," and Mrs. Preston Davie, chairman of Women's Auxiliary N. Y. Republican County Committee.

Zanuck Buys Rights To 'Flannel Suit'

BUFFALO, Aug. 14.—Sloan Wilson, director of public relations at the University of Buffalo, has sold the screen rights of his new novel, "The Man in the Gray Flannel Suit" to Darryl F. Zanuck, for $200,000. Five studios were reported bidding for it. Wilson's book, a Literary Guild selection, was published last month.

The author presently is on leave from the University to serve as program coordinator for the White House Conference on Education, which will be held this fall at President Eisenhower's bidding.

O'Neil, O'Shea Put Off Coast Trip

Thomas F. O'Neil, chairman of the RKO Radio Pictures board, and Daniel T. O'Shea, RKO Radio Pictures president, have delayed their trip to the Coast for at least another week.

O'Neil and O'Shea were slated to have left here for the Coast at the weekend for studio conferences with Charles L. Glett, executive vice-president in charge of the studio. A spokesman for O'Neil here at the weekend said the scheduled trip has been put off for at least another week.

Kalmus

(Continued from page 1)

the opening of the Technicolor affiliate at Joinville-le-Pont. The Joinville laboratory has an annual capacity of 70,000,000 feet of release prints and, Kalmus said, it is expected that it will be delivering film regularly for Technicolor customers within a few weeks.

Kalmus and Riley also timed their trip so that they could be in London for the 20th anniversary of the founding of Technicolor, Ltd.

UA Acquires Film Produced in India

"Savage Princess," a color by Technicolor adventure filmed entirely in India, will be released here by United Artists, the distribution company announced.

Originally titled "Aan," "Savage Princess" was produced and directed by one of India's foremost producers, Mehboob, and stars four Indian performers, Dilip Kumar, Nimmi, Premnath and Nadira.

'Kentuckian' to Mayfair

"The Kentuekian," the CinemaScope Technicolor adventure drama starring Burt Lancaster, will have its New York premiere on Sept. 1 at the Mayfair Theatre, it was announced by William J. Heineman, vice-president in charge of distribution for United Artists, which is distributing the Hecht-Lancaster Production.

Museum

(Continued from page 1)

subscribed to during a series of mass meetings held at all studios earlier this year.

President Edmund L. De Patie said that the "rising costs have nullified the first estimates of a year ago. It was decided, therefore to dissolve the present corporation and return investments to the purchasers of debentures as soon as necessary legal steps prescribed by the corporation commissioner are taken. The board has instructed me to emphasize that no investor will lose a single penny as all money invested is held by Bank of America as trustee."

The MPEHF project, which had full support of all companies, studios, guild and unions, was to have cost $50,000, and profits from its operation were to go to Motion Picture Relief Fund.

SAG Settlement

(Continued from page 1)

second-run, which was exempt from payment under a three year contract expiring last month.

Songsmiths to Join 'Girl Rush' Party

Hugh Martin and Ralph Blane, who wrote eight songs for Paramount's "The Girl Rush," will join in the activities surrounding the world premiere of the Frederick Brisson VistaVision production in Waterbury, Conn., Thursday.

The songsmiths will appear with Rosalind Russell and other "Girl Rush" stars on the Dave Garroway "Today" NBC-TV network show which will originate from the "village green" in the center of the New England industrial city where Miss Russell was born and raised. They will also present the music from the picture during the luncheon and cocktail reception which will be attended by the 100 newspaper representatives.

The Martin and Blane songs in "The Girl Rush" are: "If You'll Only Take a Chance," "An Occasional Man," "At Last We're Alone," "Champagne," "Birmin'ham," "Out of Doors," "Homesick Hillbilly" and "The Girl Rush."

Exploring Possibilities

Roxy May Revive Stage Policy On 'Spot' Engagement Basis

The Roxy Theatre on Broadway is exploring the possibilities of reopening its stage show on a "spot" basis, occasionally using top personalities or potentially high grossing stage show "packages," it was disclosed here by William McClair, managing director, at the weekend.

McClair made it clear that nothing definite was planned at this point, but that he was conferring with officials of various unions, including the crafts and musicians, to get an idea of costs if the Roxy should make a decision to engage a "spot" stage show.

Rarity on Broadway

The "spot" or occasional stage show policy has been adopted by such houses on Broadway as the New York Paramount and Loew's State, although in both showeases the stage show has become a rarity. The New York Paramount's last "spot" engagement was the Jackie Gleason show, while during the Julius LaRosa hub-hub, Loew's State featured the vocalist. The only remaining Main Stem houses featuring stage shows on a regular basis is the Radio City Music Hall, considered by Broadway showmen to be in a class by itself as far as its stage shows are concerned, and the RKO Palace, now featuring Phil Spitalny and His All Girl Orchestra. The Palaee plays eight acts of vaudeville every week, changing the program on a regular basis.

A MIGHTY



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Sure it's an old showman's expression, BUT . . . it *still* pays off at your boxoffice!

Trailers and Accessories represent an inexpensive investment in the kind of showmanship that has been a proven success . . . for old and new showmen!

Contact your local N.S.S. office today and you'll be shown many new profitable promotions, new techniques for selling your special events, new merchant tie-in plans and many other money-making ideas like the GO-TO-CHURCH Tie-In Plan . . . N.S.S. TRAVEL-AD Banner Frame . . . and the "TAKE THEM OUT TO THE MOVIES" Campaign!

For men of success . . . there's always a surer, safer way to show a profit . . . *PROFIT* by their success with Trailers and Accessories!



NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

Spotlighting the News

► *MORE COMPETITION* — An indication of the increasing pace of competition in television is the scramble for making filmed commercials. Long a specialty pretty well left to a large number of relatively small firms, program producers and even major motion picture studios are showing an aggressive interest in this field. Guild has followed Screen Gems among the filmed program producers and distributors with the establishment of a commercial department. Universal and other major studios also want to get active in making commercials. Advertising agencies are somewhat perplexed about the great show of interest in commercials on the part of producers. For a long time many producers shied away from making commercials on the ground that there were more headaches than dollars to be had in that sector.

► *FILM MAKERS*—Now that the long-smoldering fire of TV film producers against the entrance of the major Hollywood studios into competition with them has broken out, look for more heat—and fireworks. The five-point statement by Frederic W. Ziv, chairman of the board of Ziv Television Programs, issued August 10, has set off a verbal battle that will long rage and involve many on both sides before interest in the issue dies down. Mr. Ziv asserts that the major studios will regard production for home TV viewers as a "by product" and that quality will suffer. Of course, in the long run, if it works out as he predicts it will be a victory for Ziv and other films-for-television makers.

► *RED INQUIRY*—The opening this morning of hearings before the House Un-American Activities Subcommittee on the Communist influence—if any—on the New York entertainment scene, need not be cause for hysterical alarums and excursions. Unfortunately, names make news whether or not they have anything new to say. The radio and television industry already has done a thorough job of cleaning house. Last week, for example, the New York branch of the American Federation of Radio and Television Artists voted to fine, suspend or even expel from its ranks anyone who resorts to the Fifth Amendment before legitimate Congressional inquiries. The West Coast AFTRA has a similar rule in effect.

► *SAG VICTORY*—The settlement Friday of the eight-day-old Screen Actors Guild strike—on SAG terms—was no surprise since most producers of television entertainment films already had agreed to the principle of payment-for-reruns. Producers may now expect to face similar demands from directors, cameramen, sound technicians and all others concerned in the making of television entertainment and commercial motion pictures.

► *CAMPAIGN*—The Coordinating Council for Negro Performers announces the beginning of its fall campaign toward the presentation of Negroes "in the numbers and the roles that they appear in our society, in the coming television season." The Council says that its campaign last season, highlighting "the virtual elimination of Negro actors on television," saw no appreciable increase in their use. Members of unions, civic and church organizations are joining in a letter-writing campaign to alert policy-makers and employers.

► *VITASCAN*—The Allen B. DuMont Laboratories this week will be giving the public a preview of its new Vitascan color TV system at demonstrations in the auditorium of Gimbels department store, New York. Visitors will see themselves as others see them — but with the addition of what DuMont calls "natural color." The system employs "photo multipliers" in place of conventional TV cameras and if DuMont is right, it will "speed the day of color TV."

► *PARADE* — That extensively distributed Sunday magazine supplement, *Parade*, has marked the entrance into the television field of the major motion picture producers with a special, two-page article in its issue of August 14. The article, a preview of fall programming, plays up the major studio contributions as being probably the most significant factor in the coming season.

► *MOSCOW FIRSTS* — There seems to be some intra-mural disagreement on which network — NBC or CBS—has been the first to broadcast directly from Moscow since 1947. CBS News has announced that its William Worthy, in using the Radio Moscow facilities for a broadcast August 4, scored the scoop. Shortly afterwards, NBC announced that in reality its Irving R. Levine, who has been touring Russia with the American agricultural delegation, won the brass ring by an uncensored telephone call July 16 from Moscow to NBC New York which was recorded and played on Monitor within five minutes of the call's termination. All this actually is beside the main point, which is that it's getting easier to get uncensored news out of Russia and this, perhaps more than any other single manifestation, augurs well for peace.

► *MIRROR PROCESS* — The Reeves Equipment Corporation reports that it has helped adapt the Schuftan mirror process, so successfully and widely used in motion pictures, to television production, so that now even the smallest TV studio equipped with a live camera pickup can have at its command "busy and expansive panoramic backgrounds available previously only to large stations equipped with big stages." The secret of the process is said to lie

(*Continued on following page*)

In Our View

THE COMMITTEE of educators and their staff that studied children's television programs for NBC have made a constructive contribution to the whole industry. Mrs. Douglas Horton, a member of the NBC board and former president of Wellesley College; Dr. Frances Horwich of "Ding-Dong School" fame, and Dr. Robert M. Goldenson, a psychologist identified as an expert on family relations, wrote a report [summarized on another page] that should be a guide to all concerned with television shows that appeal to children. For all practical purposes that may mean any show.

Many of the standards proposed for children's programs are equally applicable to all programs. Producers must give due regard to the effect of their shows on viewers of every age. Television has a mission of entertaining and also, as circumstances permit, of enlightening. If the older people in the world were all that they should be, there would be no need for worrying about juvenile delinquency. The fact that example is the greatest teacher, meritably makes television a potent instrument of communication.

The NBC committee has recommended that some outside group, perhaps a foundation, should make a "full scale" study of the effects of television shows, especially on the young. This is a research project that should be undertaken by the television industry and not by outsiders, no matter how well intentioned. Any additional facts found on the influence of television will be valuable to all branches of the industry to increase the entertainment and merchandising appeal of programs. An industry sponsored committee can do the job better—and faster—than any foundation.

SPOTLIGHT

(Continued)

in the appropriate presentation "of a small but very clear and sharp projected movie image only 20 inches wide, as a miniature background for the TV camera simultaneously with the live action before the camera." The TV camera sees the live action through a hole in a mirror placed at an angle to the optical axis of the camera. The live action occupies an appropriate small part of the transmitted picture frame.

► *LOCAL TALENT* — Pakistani singers, dancers, comedians and emcees will get a chance to perform over television in the United States exhibit at the International Trade Fair in Karachi September 2-October 2. Edwin L. Dunham, an NBC official on leave of absence, now is in Karachi setting up the U. S. exhibit, which also will provide American films and kinescopes for the special, closed-circuit channel. Other fairs, featuring similar television shows, are scheduled for Djakarta, Indonesia, this month, and New Delhi, opening October 29 and running until December 15.

► *CBS INCOME* — The Columbia Broadcasting System isn't one to buck a trend reported by the Publishers Information Bureau. The PIB ten days ago announced that network television billings for the first six months of the year were substantially up over the like period last year. Last week CBS, in a modestly factual press release, announced simply that its consolidated net income for the first six months of the year rose 22.2 per cent to $6,327,672, compared with $5,177,449 for the like 1954 period. The six-month 1955 earnings are equivalent to 87 cents a share, against 74 cents a share for the first six months of last year.

HITS TV "NEWCOMERS"

Annoyance of established, "old line" producers of film for television, long simmering, burst last week in angry declamation by a dean of producers, Frederic W. Ziv, chairman of the board of Ziv Television Programs.

The annoyance is at invasion of their long cultivated field by producers with infinitely more financial and physical resources: the theatrical motion picture producers.

Mr. Ziv's "blast" was official, on paper, a declaration of sentiments more or less common among TV film men.

The gist of it is, Hollywood studios seem to believe they can make pictures for television with their left hand, and it ain't so.

Mr. Ziv's statement, from his Hollywood office, was notable for another thing: the circulation it got. Virtually every trade paper gave it prominent front page space or editorialization. Newspapers and their columnists felt it important, fights being popular, especially among rival mediums.

Mr. Ziv, in five pages under the heading, "Will major studios give TV minor treatment?", contends major motion picture companies will be compelled to give their old theatre customers first quality attention.

He also asks whether television audiences will like "trailers" for motion pictures, which is what in effect the advertising of features



Frederic W. Ziv

and stars playing in theatres would be, he feels.

Additional artillery is the line that people who've given much time to the game, are the specialists. Television is "home entertainment," intimate, and therefore "different" from theatre pictures. Those who've made films for television know and have known through years of experience, just how to be most effective.

Mr. Ziv also charges the endeavor to publicize theatre attractions will result in a neglect of originality in the television medium; that Hollywood feels big money means big entertainment, which he says is no more true in television than it is in films; and that Hollywood also lacks appreciation of the concept of a medium advertising supports.

Passing in Review

PHILCO TELEVISION PLAYHOUSE: "A Room in Paris," NBC-TV, 1 Hour, August 7, 1955. Philco.

Peggy Mann, one of the newest and youngest of America's "new young writers," attended to the television adaptation of her own first novel, "A Room in Paris," with quite happy results. Although somewhat limited by time and space, the drama succeeded in capturing the bittersweet mood of post-war Paris and in detailing the temper of the army of ex-G.I.s who stayed on after the war to write, paint and talk endlessly in the cafes about how great it was to be in Paris. John Cassavetes was fine as one particularly self-deceiving ex-G.I. who learns to embrace the responsibilities of life—and love—in an affair with a starry-eyed — but practical — little American secretary, Kathleen Macguire. Miss Mann's dialogue was pointed and perceptive, as was the direction of Paul Lammers. Gordon Duff, the producer, can be thanked for bringing to the TV screen such a refreshing, original script.

FRONT ROW CENTER: "Outward Bound," CBS-TV, 1 Hour, August 10, 1955. General Electric Company.

That Sutton Vane's "Outward Bound" is a remarkably durable dramatic property was proven once again last week. Despite drastic cutting and the consequent foreshortening of characters, the play remained a thoughtful and generally entertaining piece even though it's next to impossible to handle as many as seven story lines in a one-hour show. Among those who found themselves on the unworldly ship headed for purgatory, Isobel Elson, who played the same role in the most recent film version, and Canadian performer Wilfrid Knapp fared best. Fletcher Markel was producer-director and Vincent McConnor the adapter.

COUNT SHEEP, WRCA-TV, Monday-Friday, 1 A.M.-1:05 A.M. Not sponsored.

Here's a new wrinkle in sign-off programs: Nancy Berg, well-known New York fashion model whose social activities are recorded for posterity by tabloid columnists, spends five minutes each night before the WRCA-TV cameras doing what any well-known fashion model does before she hits the sack. That is, she gives her hair 100 brushes and attends to her last-minute make-up chores. The steamy night she was caught by *Television Today* she also was dipping into a volume on the technique of acting while she repeated, over and over, the melodious phrase, "I am an ice cube." Finally she climbed into her bed and started counting cartoon sheep as the picture faded. The program is designed to slow down the heartbeat of tense insomniacs. With the familiarity of continuous viewing, it should succeed. Ronnie Levine is producer-writer.

How Much Is Big Question

TELEMETER is telling folks that "when and if toll TV comes into national use, viewers may see legitimate Broadway shows for the price of 30 to 40 cents per set." But it won't be quite that simple, nor that cheap. You might think, from the press releases, that the Thursday night performance of "Plain and Fancy" would be telecast from the stage of the Winter Garden theatre—and it would be as easy as that.

Actually, it would cost as much as $150,000 to put "Plain and Fancy" on the air for a single performance, and hardly more, or less, to make a film of it, for TV purposes. Actors' Equity and the theatrical guilds and unions would demand two weeks salary for the showing, or even more. It would require two weeks rehearsals to accomplish the performance as television material. It would be easier to move the show into a television studio, in its entirety, than it would be to move the television equipment into the theatre. The stage settings, designed for the Broadway theatre, would have to be rebuilt.

All in all, it would need the income from at least 500,000 sets to pay expenses, and not at "30 or 40 cents" but at considerably more than $1. The owners and royalty holders in the Broadway show would never permit their valuable property to be listed as a "10-20-30" attraction, as in the very good old days. You'll be waiting quite a while to see anything like this kind of a show on your home TV set, even if the FCC authorizes subscriber fee television.—*Walter Brooks.*

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CHILD PROGRAM REPORT IS BASIS FOR NEW EVALUATION

ALL concerned with producing, distributing or sponsoring television programs intended to appeal primarily to children should give attention to the conclusions of the NBC Children's Program Review Committee. The report by Drs. Mildred McA. Horton, Frances R. Horwich and Robert M. Goldenson, while naturally intended to assist NBC from a program and public relations viewpoint, is of value to the whole industry and to educators and parents concerned with the best utilization of television by their youngsters.

Principal points made by the educators after an extensive analysis of children's programs and articles and research on the subject were:

1. Whatever is planned for children must seem good to them as well as for them.
2. There are numberless opportunities for enlightenment (even in programs not labeled "educational").
3. Network programming of children's programs (and in other fields) is seriously complicated by the time zones.

Attention was drawn to the following points which should be cautions with respect to children's programs:

1. Dangers of causing parent-child conflicts by showing or suggesting actions which are forbidden at home.
2. Over excitement.
3. Bad grammar, poor pronunciation and name calling except when strictly required for a character part.
4. Overdone, destructive and too frequent slapstick.
5. Crudeness.
6. Action, camera shots and admonition tending to frighten children.
7. Exploitation of children on shows.
8. Over-emphasis on money (especially "something for nothing").
9. Misuse of commercials.
10. Misguided or insufficient enlightenment.
11. Failure to emphasize and give positive help in group relations.
12. Excessive use of stereotypes in plot and character.

The NBC committee also recommended that special programming be developed for teenagers and that the 5 to 6 p.m. hour be geared to the children in the age group of six to 12. This is in recognition of the fact that in many households the time just before dinner is the most hectic in the day. If the program is slanted to very young children the older ones will not pay attention. On the other hand if the program appeals to the older children the younger ones will also probably pay attention. This, as the committee put it, "would contribute to family harmony."

In connection with Westerns the committee urged that more emphasis be placed on teaching, including material on nature lore and folklore. Special attention was directed to the necessity of maintaining a reasonable balance in programs for children. Relatively neglected fields, according to the NBC group, are—how-to-do-it, field trips, music, travel, hobbies, storytelling, child and animal series and adventure programs other than Westerns and space travel.

The conclusion of the committee was that some outside organization, presumably a foundation, should make a full scale study of the effects of television, especially on children. The success of such a study would, it was pointed out, depend on the full cooperation of the TV industry.

The Show-Makers

Sylvester L. Weaver, Jr., president of NBC, will be interviewed on the "Home" show Friday. He will discuss NBC's new fall schedule for daytime television.

◆

***Peter Lind Hayes** and **Jack Paar** are currently substituting for **Arthur Godfrey** on the latter's "Arthur Godfrey Time" and "Arthur Godfrey's Talent Scouts" programs, respectively. The comedian returns August 22.*

◆

***Carmen Miranda,** who died last week, gave her last performance then for the filmed **Jimmy Durante** show, "Texaco Star Theatre." The program was scheduled for release in the fall or winter.*

◆

***Eugene Conley,** Metropolitan Opera tenor, will be guest soloist on "The Voice of Firestone" broadcast, ABC, August 22.*

◆

*Music from "The King and Mrs. Candle," musical comedy romance in color starring **Cyril Kitchard, Joan Greenwood, Richard Haydn** and **Irene Manning** on Producers' Showcase, NBC, next Monday, has been recorded by **Tony Martin** and **Gordon Jenkins** and his orchestra on two separate "discs" recently released.*

"IN PERSON" SHOWS STILL RULE THE NETWORKS

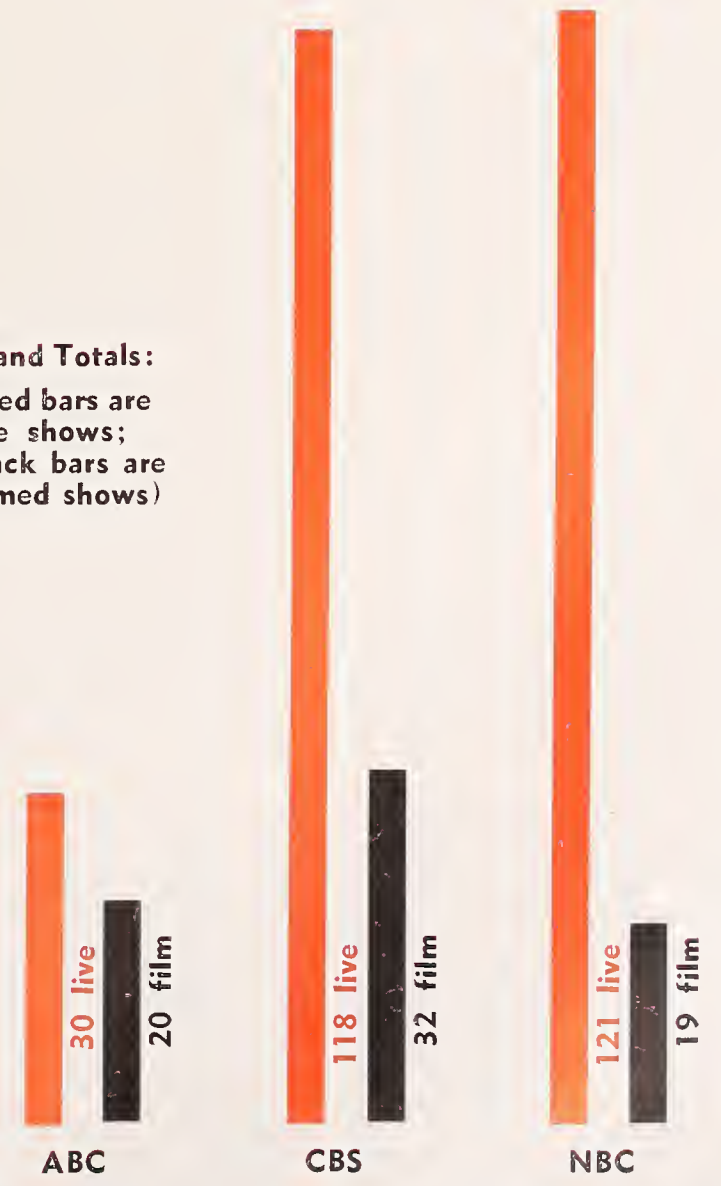
Despite the great advances made in filming shows for television, so far as network programming is concerned live shows still will predominate this Fall at a rate of better than 3½ to 1.

The line-up by days of the week for ABC, CBS and NBC—(color is live, black is film).

	ABC	CBS	NBC
Monday	5 — 2	20 — 4	19 — 1
Tuesday	3 — 6	22 — 3	18 — 2
Wednesday	5 — 4	21 — 4	18 — 2
Thursday	5 — 3	20 — 2	17 — 4
Friday	4 — 5	20 — 5	19 — 2
Saturday	2 — 0	6 — 8	24 — 2
Sunday	6 — 0	9 — 6	6 — 6
	30 —20	118 —32	121 —19

Grand Totals:

(Red bars are live shows; Black bars are filmed shows)



STATION TO STATION

ABC Film Syndication announces the first two major sales of its newly acquired "Anniversary Package" of 15 first-for-television theatrical motion pictures. Sales were made to WCBS-TV, New York, and KTVT, Salt Lake City.

Guild Films has negotiated renewals of its Florian ZaBach variety show with WABI-TV, Bangor, Me., and KGMB-TV, Honolulu. Guild also announces that the Midnight Sun Broadcasting Company has signed to take Guild's Looney Tunes show for its Alaskan outlets, KEMY, Anchorage, and KFAR, Fairbanks.

Circuito CMQ, S. A., with television facilities in Cuba and Puerto Rico, has acquired local rights to those 26 top-budget films controlled by the Bank of America. Properties include "Arch of Triumph," "Body and Soul" and "One Touch of Venus," among others.

Sunset Appliance Stores, Inc., has signed a contract with WABD, New York, to bring George Scheck's "Star Time" to the DuMont station this fall beginning September 10.

The British Broadcasting Corporation, girding its loins for the forthcoming onslaught from commercial television, has taken a two-year option on "This Is Your Life." Commentator Eamonn Andrews has been asked to become "chairman" of the series.

Associated Artists' "Movieland" group of first run feature films has been contracted for by WISH-TV, Indianapolis, W. Robert Rich, general sales manager of AAP, has announced

WABC-TV, flagship of the ABC-TV network, last week in ceremonies in New York was presented with a certificate of achievement by Lt. General Thomas W. Herren, commanding general of the First Army, in recognition of WABC-TV's showings of the United States Army's "The Big Picture" television series.

Station WKNB-TV, Hartford-New Britain, Conn., will become a basic NBC affiliate October 1.

With the sale of "The Great Gildersleeve" to Colonial Stores in 11 major southern markets, the NBC Film Division's new half-hour comedy series, starring Willard Waterman, now is sold for sponsorship in 65 markets in its first month of syndication.

NBC daytime television sales of over $3,250,000 in gross billings were reported last week. Significant daytime purchases included extensive advertising schedules ordered by Standard Brands, Inc., and the Johnson & Johnson Co. of New Brunswick, N. J.

TELEVISION TODAY — Editorial Director: Charles S. Aaronson; Eastern Editors: Pinky Herman, Vincent Canby; Hollywood: William R. Weaver, Samuel D. Berns; Washington: J. A. Otten; London: Peter Burnup; Photo Editor: Floyd E. Stone.

WHO's WHERE

GERHART D. WIEBE was appointed assistant to the president of Columbia Broadcasting System, Inc., it was announced by **FRANK STANTON**, president. Dr. Wiebe has been research psychologist for CBS radio since 1946.

IRVING MANSFIELD, veteran radio and television producer, today rejoins the CBS television network as a producer. Previously Mr. Mansfield was associated with CBS 1946-1954.

ALBERT G. HARTIGAN, formerly director, and more recently assistant program manager of WPIX, New York, has been promoted to program manager, **FRED M. THROWER**, vice-president and general manager, announced last week.

J. GORDON WRIGHT, production coordinator at KTLA, Hollywood, for the past ten years, has resigned to devote his full time to writing.

HOLLYWOOD, U. S. A.:

Sen. Estes Kefauver might like to recognize KNXT's "Focus On Delinquency" as an outstanding example of the type of show he pleaded for at the Television Producers luncheon on his recent visit. William H. Parker, the same chief of police who gets billing on Dragnet, says its the most dramatic and objective treatment of community social problems he's ever witnessed. Wanna know somethin'? He's right! . . . So take a bow **Bill Whitely**, director of public affairs, **Bill Stout**, newscaster, and **Irwin Rosten**, news writer, for conceiving the show. A kinescope sent around the country might do a whale of a job in drawing commercial interest.

Mitchell J. Hamilburg, sales vice-president of Flying A Productions, flew Sunday from Hollywood to New York to negotiate sales on the new Red Ryder TV series. He will also discuss network interest in "Adventures of Champion," Gene Autry's horse.

William Koenig has resigned as associate story editor at RKO to become story editor for the Cavalcade Theatre, produced by Four Star Productions for Dupont.

George Cahan's first assignment under his CBS term pact is to direct the weekly Johnny Carson show.

George Sanders will make his TV debut for TCF Television Productions in "Yacht On The High Seas" as soon as the SAG strike is settled. Joan Bennett will helm the co-starring spot.

The biggest event to hit town since Disneyland was the opening ceremonies of the new fabulous Beverly-Hilton Hotel. Hear tell three of the eight penthouses have been rented to Tom May, Greg Bautzer and Bob Stack's mother at $30,000 per annum on a 5 year lease.

Frank Cooper is flying East with a great kid show format which should be a natural for Sam Levinson to front.

Mark Stevens has upped Lee Gilbert, his music editor for the past year, to supervising editor of his TV company.

The **Ritz Brothers** are standing by for a nod from **Edward Montagne** on a new format that could add the zanies to his film production supervision at CBS-TV, which already includes **Phil Silvers'** "You'll Never Get Rich" and "Joe and Mabel."

Meyer Dolinsky's radio play, "Havana Lee," the story of a ship, will get a TV airing on the Whistler series as a showcase for a possible feature.

John Lupton gets co-star billing on Cameo Playhouse opposite **Joseph Schildkraut** in "Man From The South," which will be directed by NBC's new wizard, **Albert McCleery.**

Don Fedderson pulled a plum deal with **Edgar Bergen** which will have Charley McCarthy, Mort Snerd and a new character, Gran'ma, on "Can You Trust Your Wife?", an audience participation show which **Ken Morgan** will produce on film.

William Loeb is spreading his Artists Management activities to New York where associate Clarence **Freed** will open headquarters to give clients like **Margaret** and **Barbara Whiting, Marilyn Maxwell, Mel Torme, Dave Barry, The Sportsmen** and **Polly Bergen** greater concentration on all of the outlets.

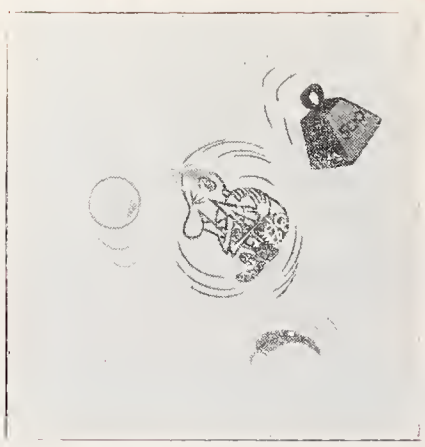
The record companies will be ready to take their cue from Capitol's release of two new songs, "Lover, Lover" and "I Kiss You A Million Times," which will be showcased by "Those Whiting Girls." If the sales bounce, you can bet your bottom label there'll be a fresh supply of film musicals crowding the channels.

NBC has $1,500,000 in the budget for 60,000 feet of additional floor space which will form the new building adjoining Color City in Burbank to house offices for production personnel, a press photo gallery and a photo lab.

—*Samuel D. Berns*

THIS COUNTRY, Russia, and Walt Disney are racing to hurl into space the first man-made satellite. It is expected Disney is ahead. His "Man in Space" program from Disneyland features the latest engineering improvements. ABC reports the Disney satellite contains "more scientific instruments"; that, instead of being like a basketball, it is angular; and that is the result of lengthy study. Senator Carl T. Curtis, Nebraska, last week told his colleagues Mr. Disney by hiring rocket experts for his program and creating public interest "may be America's secret weapon."







SHOWS ON THE MARK

Professional theatre groups will watch with interest transfer of the Dallas State Fair Musicals, Inc., production of "One Touch of Venus" to NBC-TV Saturday, Aug. 27, 9 to 10:30 p.m., EDT. The Kurt Weill musical, starring Janet Blair, Russell Nype and George Gaynes, is the first done initially out-of-town, to be repeated on TV.

James M. Dolan, WABD's sports director, announces New York professional wrestling matches will go on Channel 5 Thursday night, August 18, from 9 to 11. The matches, which are telecast from Du Mont's Telecenter, New York, are aired with the approval, and under the supervision of the State Athletic Commission.

The most historic and dramatic foreign news stories will live when a new series, "Foreign Correspondent," will be presented with the cooperation of the Overseas Press Club, New York. The program will be produced by Derel Producing Associates.

A special telecast of the Century of Farm Mechanization exposition at Michigan State College will be televised over the ABC-TV network (excluding WABC-TV, N. Y.) tonight, from 7:30 to 8 p.m., EDT. It depicts progress made possible during the last century in farming and homemaking through mechanization.

"Ringabuk," television's newest home game, had its first show premiered last Saturday on WPIX-11 from 10:00 p.m. to 10:45 p.m. This week WPIX is revamping and enlarging its telephone facilities and revising "Ringabuk's" format so that winners' calls can get through faster. "Ringabuk," led by Del Sharbutt with the help of Evelyn Patrick, is produced by Walt Framer Productions.

A remote telecast from the General Motors Powerama staged on Chicago's lakefront, will be seen on NBC-TV's Today program, Thursday, Sept. 1. This will be the first in a series of "Today" explorations of the "Sinews of America." "Today" will visit industries the basis of the American way of life.

Alfred Hitchcock, the man who directed such movies as "Rebecca," "The 39 Steps," "Dial M for Murder" and "Rear Window," is going into television for a half-hour every Sunday, at 9:30 p.m., beginning Oct. 2, on CBS Television. Mr. Hitchcock has contracted for suspense, the macabre and the humorous in "Alfred Hitchcock Presents." Bristol-Myers Company is sponsor.

A children's television program hit for 15 months in Pittsburgh will bow on NBC-TV, Saturday, Aug. 20. Children's Corner will be telecast nationally on four Saturdays from 10:30 to 11 a.m., EDT, through Sept. 10, Davidson Taylor, NBC vice-president in charge of Public Affairs, announced.

Jack Bailey exchanges his vacation togs for a business suit and resumes as host for NBC-TV's Truth or Consequences Tuesday. The series will go into a time-spot—Fridays, 8 - 8:30 p.m., EDT—beginning Sept. 30. The program, which returns "live" after a Summer of filmed programs, will feature stunts in which contestants will be given the world's most unusual hobby task and the strangest "work shop" ever created.

Hollywood Backstage, a weekly half-hour beauty show starring the dean of Hollywood makeup artists, Ern Westmore, is a new Sunday feature on the ABC-TV Network Sunday, from 7:30 to 8 p.m., EDT, under Charles Antell Liquid Makeup. Each week a Hollywood actress will appear and Westmore will make her up just as for a movie role. Also, he will select five women from the audience and give them tips on makeup.

"What's Cooking," the filmed TV series on culinary arts, will cook on a Kelvinator electric range as an arrangement between the Kelvinator Division of American Motor Sales Corp. and Elan-Porter Productions, Inc., of New York, producer.

National Telefilm Associates is offering eight features, comprising the Eisenhower Feature Film Story of World War II.

"Lassie" will be telecast in England this fall, Milton A. Gordon, president of Television Programs of America, said in New York this week. He added his unit is opening a London office and will establish an Italian subsidiary. "Lassie" is a children's program.



Television Today

THE DEAL. It is announced to newsmen and reenacted at a New York cocktail reception by Joseph Kaufman, producer impartially for the theatre and television, and Mme. Ninon Tallon, representing the French Society of Dramatic Authors and Composers, both seated. Mr. Kaufman now is allowed to make pictures for television, and, it is unsubtly hinted, for theatres too, from 104 French plays—major successes of the past 150 years. Thus will Hugo, Rostand, Sardou, Claudel, Cocteau, Girardoux, Bernstein, Dumas pere, Musset and others have a mite more immortality. The spectators standing are French Consul General M. Kebaila, negotiator Jacques Ferrand, and French cultural attache Rene Cheval.

ESTIMATE BRITISH TV GROSS WILL BE 5.7% OF AD TOTAL

LONDON: Advertising revenue for the commercial television stations may be of the order of £20 million in 1956, £30 million in 1957, and £35 million in 1958.

That is the estimate given in a report published by Political and Economic Planning (PEP).

"Television advertising," says PEP, "would, on these assumptions, be 5.7 per cent, of an estimated total advertising expenditure of £350 million in 1956, 8.5 per cent in 1957, and 10 per cent in 1958." Such percentages are well below the present United States percentage of 17.3 for television and radio combined.

"If in 1957 the I. T. A. had three further stations in Scotland, South Wales and Yorkshire working for more or less the full year, then, making an estimate of rates proportional to the population coverage of the first three stations, the total advertising revenue might be increased by some £10 million.

"In 1958 if further stations on the northeast coast and in the southwest, the Portsmouth area, and Northern Ireland were working for the full year, there would be a further increase on the same basis of £5 million to £35 million.

"After that the yearly increase due to the opening of new stations would tail off as the less densely populated areas were covered."

It must be emphasized, adds PEP, that these estimates assume full booking of time and no change in the rates of the contractors for the next three or four years, and that they are not in accordance with some estimates made in the advertising world.

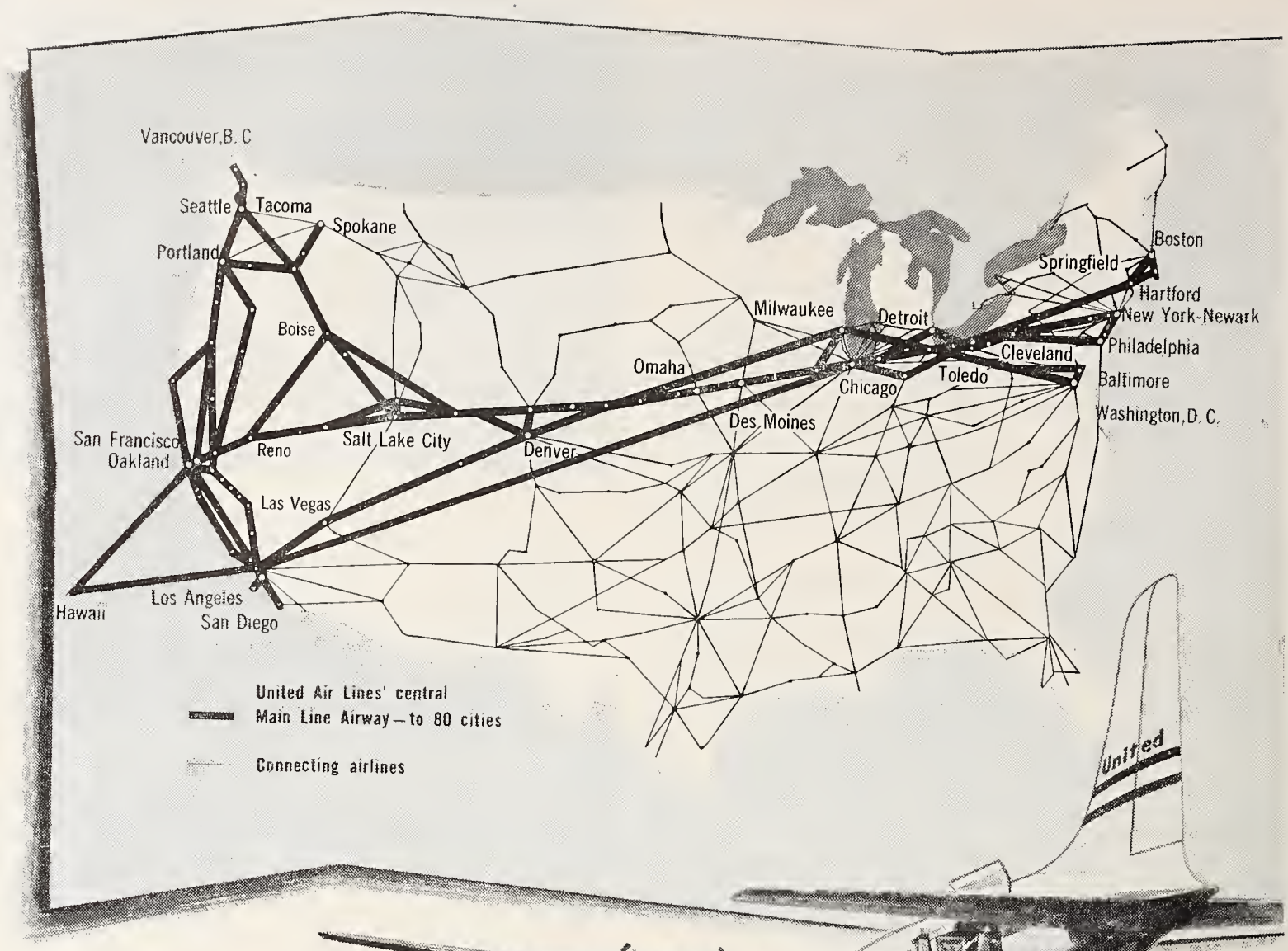
A SURVEY carried out by 60 investigators who visited 1,000 homes, claims that commercial television already has a potential audience of more than 3 million in the London and Home Counties area. This represents 7 out of 10 viewers in the area.

Based on a computation that each TV set has an average viewing public of 2.8 adult persons, the survey estimates that:

"New sets, converted sets and aerials are already fitted and tested to give 400,000 viewers the new programmes. Orders have been given to convert other sets in time for September 22 (the opening date for commercial TV in Britain) which will mean another 500,000 viewers. Owners of sets who have decided to convert when their holidays are over are calculated to amount to another 1.3 million viewers."

—Peter Burnup

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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 32 NEW YORK, U. S. A., TUESDAY, AUGUST 16, 1955 TEN CENTS

Odeons Lose Ground

Britain's Film Stocks Hit in Fiscal Curbs

Will Set Back Rank Plan To Buy Theatres Here

By PETER BURNUP

LONDON, Aug. 15. — In common with most industrial equities, motion picture stock prices were heavily marked down immediately following Chancellor of the Exchequer R. A. Butler's announcement of a further credit "squeeze" on the eve of the Parliamentary summer recess. Concerned about the urgent necessity of maintaining the strength of sterling, Butler then put a savage curb not only on hire-purchase operations but on advances by banks to customers.

Worst hit victims in the downmarking process were the Rank Organization's issues which had continued their spectacular rise since Feb. 1. At that date, Odeon ordinaries, for example, stood at 25s.6d. but by mid-July they had risen to 29s.3d. Following the Chancellor's announcement they fell abruptly to 25s.0d.

Odeons leveled out today at 24s.6d. Despite the operation of the Exchange Equalization authorities, ster-

(*Continued on page* 4)

Demby, TV Producer, Plans Theatre Films

Demby Productions, producers of live and filmed TV programs, will start production of motion pictures for theatrical release, Emanuel Demby, president, said yesterday.

Two features are in preparation, he said. Harvey Meltzer, newly named vice-president of Demby, has flown to the Coast to meet with representatives of Kirk Douglas on one of the Demby properties. A second feature is being

(*Continued on page* 4)

Broadway Theatres Behind Rogers Drive

Broadway theatres have lined up 100 per cent behind the Will Rogers Memorial Hospital special collection campaign, according to S. H. Fabian, national chairman.

Some 5,378 circuit and independent theatres are enlisted in the drive, Fabian said.

AB-PT Wins F & M Suit

American Broadcasting - Paramount Theatres won a decision yesterday in Federal District Court here in the Fanchon & Marco suit over the Paramount Theatre, Hollywood, in which AB-PT owns a 50 per cent stock interest.

Justice Archie O. Dawson handed down a ruling granting the AB-PT counterclaim calling upon F & M to recognize AB-PT as the proper owners in the stock of the Paramount Theatre, Hollywood. In addition, Judge Dawson granted an injunction

(*Continued on page* 6)

6,000 at 'Sneak' of 'Many Splendored'

A capacity audience of 6,000, including a galaxy of personalities from the entertainment world, United Nations figures and state and city officials, was present at the Roxy Theatre here last night for a pre-premiere showing of 20th Century-Fox's "Love Is a

(*Continued on page* 6)

Elect O'Shea to Board of MPAA

Daniel T. O'Shea, president of RKO Radio Pictures, was elected to the board of directors of the Motion Picture Association of America here yesterday.



Daniel O'Shea

The board at its luncheon meeting at the Harvard Club at the same time accepted the resignation of James R. Grainger, former RKO Radio Pictures president and now distribution director for the company. O'Shea was named RKO Radio president by Thomas F. O'Neil, president of General Teleradio and chairman of RKO Radio, soon after the take-over of RKO Radio from Howard Hughes by General Teleradio.

YOU MAY NOT CRY 'FIRE!'

by MARTIN QUIGLEY

BOSLEY CROWTHER and "The New York Times" in their policy of relentless assault upon the Production Code have entered, as might well be expected, the current trade controversy over "I Am a Camera." Mr. Crowther's prominently featured Sunday article expresses anxiety that this incident of a Code seal denial "is one of those passing phenomena that are coming more and more to confuse the motion picture people and expose the anomaly of their regulatory restraints."

Mr. Crowther affects a position of seeming to be concerned that the picture unworthily may become popular as the result of the attention drawn to it by the Code seal denial. Just how seriously he is concerned about this ever-present possibility is indicated in the fact that on the basis of the record any picture in trouble with the Code can rely upon "The New York Times" if not for approval and praise—which is usually the case—at least for quantities of attention, all calculated to promote the synthetic popularity which Mr. Crowther professes to deplore.

Mr. Crowther just imagines, if not wishes, that the motion picture people are becoming confused as to what he refers to as "the anomaly of their regulatory restraints." There is not now and never has been any confusion on the point that a voluntary industry plan such as the Production Code, set up in the public interest and to assist producers in the discharge of their inherent responsibility, may be defied to the end of promoting sensational attention—especially when there are about such willing hands as "The New York Times."

This is an inescapable condition that simply must be reckoned

(*Continued on page* 4)

Recovery

Storm's End Marks Rise In Business

Most B'way Houses Get Taste of Thriving B. O.

By MURRAY HOROWITZ

Theatre business along the Eastern seaboard, hit by last week's hurricane Connie, bounced back at the weekend with exceptional vigor, a check of major circuits revealed here yesterday.

First-run situations along Broadway also followed the "trough-and-crest" pattern, with Saturday night and Sunday business described as very good in most situations.

The circuits reporting strong Saturday and Sunday business after the Friday box-office wash-out and the Thursday lull, included Loew's, RKO Theatres and Brandt Theatres. The survey indicated, however, that not all circuits, nor all houses, followed the same pattern. Nevertheless, there was general agreement that Saturday and

(*Continued on page* 6)

Expect Telefilming Resumption by Wed.

From THE DAILY Bureau

HOLLYWOOD, Aug. 15. — With contract details withheld by agreement until the membership meeting of the Screen Actors Guild tomorrow night to approve or reject terms agreed to on Friday by the Association of Television Film Producers and the Asso-

(*Continued on page* 6)

MPA Board Upholds PCA on 'Camera'

Directors of the Motion Picture Association of America at a meeting here yesterday unanimously upheld the position of the Production Code Administration in withholding a Code seal from "I Am a Camera," British film released here by Distributors Corp. of America.

After viewing the film and hearing statements made by Geoffrey Shurlock, Production Code administrator, and Fred Schwartz, DCA president, the MPA board sustained the PCA and gave reasons why the film could not be approved in its present form.

PERSONAL MENTION

NORTON V. RITCHEY, Allied Artists International president, returned to New York yesterday from London.

•

SPYROS P. SKOURAS, 20th Century-Fox president, is in Rome from London, joining MRS. SKOURAS, who will accompany him on a trip to the Far East.

•

EMANUEL SILVERSTONE, 20th Century-Fox vice-president and general sales manager, is touring the United States on a vacation with his family.

•

ADOLPH SCHIMEL, Universal Pictures vice-president and general counsel, has returned to his desk following a vacation.

•

MEYER FINE, president of Associated Theatres, Cleveland, has returned there with his family from the West Coast.

•

B. G. KRANZE, United Artists general sales manager, has returned to New York from Boston and Buffalo.

•

AL DAFF, executive vice-president of Universal Pictures, left here yesterday for Hollywood.

•

HAROLD HECHT, of Hecht-Lancaster Productions, will arrive here today from Paris.

•

DANNY KAYE is scheduled to return to New York today from London.

New Atlanta Trust Suit Names Lam

Special to THE DAILY

ATLANTA, Aug. 15.—The second anti-trust suit in two days was filed in U. S. District Court here on Friday.

The complainant, William Greene, owner of the Glenn Theatre, Decatur, Ga., asked treble damages of $1,000,000 of the Lam Amusement Co., Newnan Theatres Co., East Point Amusement Co., Fred Coleman, owner, and eight major film distributors. He charged they engaged in monopolistic practices which, he said, forced the plaintiff to close the Palmetto Theatre, Palmetto, Ga., last year.

The earlier trust suit was filed by Ellis Blumenthal of Charlotte and it seeks $3,000,000 treble damages of Wilby-Kincey and distributors.

Set 'Laramie' Premiere

Columbia's "The Man from Laramie," starring James Stewart, in CinemaScope and color by Technicolor, will have its premiere at the Capitol Theatre here Aug. 31. The William Goetz production was directed by Anthony Mann.

Indiana Theatres To Support Awards

Eighty-four theatres in the Indianapolis exchange area have indicated their intention of participating in the Audience Awards election, with many new recruits in prospect, Robert L. Conn, a member of the exchange area Audience Awards committee, reported to Council of Motion Picture Organizations yesterday.

Forty-one cities and towns in Indiana, three in Kentucky and one in Illinois are represented in the area.

Walsh to Wisconsin For 'IA'-AFL Meet

Special to THE DAILY

CHICAGO, Aug. 15.—The IATSE studio union's demand for a five-day work week in Hollywood, royalty payment to unions for television films and general wage increases "are considered local matters and had no part on the executive board meeting agenda," Richard Walsh, international president of the IA, said here before leaving to attend a state meeting of AFL and IATSE in Oshkosh, Wis.

Routine business of the crafts union, a discussion on the newly-organized AFL-CIO union, and sending delegates to the December 1, 1955, convention in New York of the AFL-CIO were discussed by the IA executive board here.

Commenting on what would take place at the Wisconsin state labor meetings, Walsh said that "no pre-meeting ideas had been expressed, and what transpires would develop on the floor."

Edelstein Is Named RKO Cuba Manager

Melvin Edelstein, manager for Columbia since 1953, has been promoted to manager for Cuba, with headquarters at Havana, it was announced by Walter Branson, world-wide sales head for RKO Radio Pictures.

Francisco Rossi, who has been supervising the Cuba office in addition to being manager in Panama, will now, at his own request, confine his responsibilities to the latter office which includes the territories of Central America, Jamaica and Curacao with headquarters in Panama City, Branson said.

20th, UA Agree to India-Burma Pact

The deal by which 20th Century-Fox of India will distribute all United Artists product in India and Burma for a three-year period, with yearly options, for 30 per cent of the film rental as a distribution fee, has been concluded.

Negotiations concerning the distribution agreement were begun after the interests of Western India Theatres, Ltd., former UA distributor in India and Burma, had been acquired by 20th-Fox International.

Levy Summarizes UA vs. Nasser Suit

United Artists' contractual obligations in the release of product to theatres and to television is commented on by Herman M. Levy, general counsel for Theatre Owners of America, in a digest released by TOA yesterday.

Levy summarizes the litigation, UA vs. James Nasser Productions, in which the 9th Circuit U. S. Court of Appeals ruled that despite contract obligations entered into by both parties in 1948, when television "was in the laboratory or experimental stage, UA was not required to release to TV, nor to release the pictures from the contract to the producers so that they might release to TV."

The court concluded that UA was required only to follow the practices of the major producers which, since the development of the TV industry, has been a policy of not releasing to TV their films originally or currently made for theatre exhibition, the digest states.

Suit Now Pending

At present, according to Seymour Peyser, vice-president and general counsel for UA, a suit is currently pending in California against Nasser Productions as the producer of the four UA releases in question, "Don't Trust Your Husband," "Cover Up," "A Kiss for Corliss" and "Without Honor." The producer has released the films to TV without the film company's permission, it was said.

UA is seeking an accounting of all monies and damages from Nasser as the films were given to TV distribution while a theatrical distribution contract, entered into before 1948 by both parties, was still in effect, Peyser said.

SMPTE Sets Theatre Convention Agenda

Color in motion pictures and television will highlight the tentative agenda for the 1955 Fall convention of the Society of Motion Picture and Television Engineers at the Lake Placid Club, Essex County, N. Y., Oct. 2 through 7, it was announced.

Symposiums on high speed photography, color materials and their uses, studio practices, projection and viewing, laboratory practices, television practices, and educational television will also be held during the six-day meet of SMPTE. The annual SMPTE awards will be presented to winners on Oct. 4.

Cordoba, Wallerstein Form Mexican Firm

MEXICO CITY, Aug. 15.—Actor Arturo de Cordoba and producer Gregorio Wallerstein have formed a production company to produce three films per year, with two color films, each costing $200,000, it was announced.

Cordoba will star in "Golden Wedding" and "Letter to an Unknown Woman," which the company will produce.

. . . NEWS ROUNDUP

Perspecta Patent Issued

The U. S. Patent Office has issued Patent No. 2,714,633 to C. Robert Fine for his invention of Perspecta stereophonic sound. The patent covers all claims of the Perspecta system, including the Perspecta integrator, the single piece of equipment required in the booth to deliver multichannel directional sound from a single optical track which is printed in the manner by which sound tracks have always been printed.

■

Record Run for 'Gate'

"Gate of Hell" now is in its ninth month at the Guild Theatre here, establishing a new long-run record for the house.

■

'Benson' Family-Type Draw

"The Private War of Major Benson," now showing at the Paramount Theatre, New Haven, has brought about a marked upswing in the family-type patronage at that house, according to Jim Darby, manager.

■

Extend Cartoon Showings

UPA's "Form in the Animated Cartoon" exhibit, which opened at the Museum of Modern Art here on June 22 and was scheduled to end on Aug. 21, has been extended one month and will now close on Sept. 25.

NEW YORK THEATRES

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William POWELL • Jack LEMMON
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and SPECTACULAR STAGE PRESENTATION

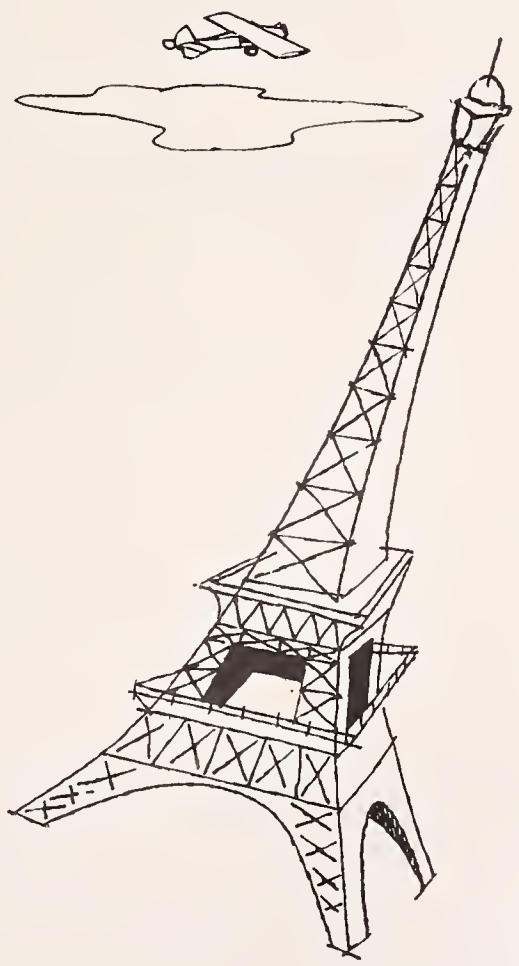
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BON VOYAGE, BILLY WILDER!

The entire industry is looking
forward to your production of
"The Spirit of St. Louis" as one of the
most exciting ventures in many years.

On your departure for Paris our best
wishes go to you, Leland Hayward,
Jimmy Stewart and Warner Bros.
for many happy landings.



We here at Allied Artists will be eagerly awaiting your
return to start "Ariane," your first production for us.

PEOPLE

Mrs. Stella Poulnot, president of the Atlanta Women of the Motion Picture Industry, entertained officers, board members and committee chairmen at a luncheon at her home in Decatur, Ga., where plans were made to attend the national WOMPI convention in New Orleans on Sept. 30-Oct. 1. More than 20 Atlanta members plan to attend.

□

W. Perry Neal has resigned as manager of the Florida and State theatres in Tallahassee, Fla., to become advertising director of the Tallahassee "Capital Post."

□

Al Morgan and **James Greer** are the new owners of the Luverne Theatre, Luverne, Ala. The theatre formerly was owned by the Fred T. McLendon circuit.

□

George Liberace has been elected to membership in the American Society of Composers, Authors and Publishers.

□

Nelson W. Spies has been appointed personnel director of Kodak Office, Eastman Kodak Co. **Spies,** who has been assistant to the personnel director since 1947, succeeds W. Douglas Jack, whose death occurred on July 30.

□

Paul Cox and **Jim Martin** have been appointed sales representatives for Almanac Films in the Far West and Oklahoma respectively, it was announced by **Ted Morehouse,** sales director for Almanac.

□

Gerhart D. Wiebe was appointed assistant to the president of Columbia Broadcasting System, Inc. Dr. Wiebe comes to this position from CBS Radio, where he has been research psychologist since 1946, having joined CBS in 1942 as a member of the CBS research department.

□

Gloria Stroock, daughter of **James Stroock,** president of the Brooks Costume Co., will play the lead role in the "Studio One" play, "Voysey Inheritance," Aug. 22 on CBS-TV. **Geraldine Brooks,** his other daughter, will play the lead daily in "Way of the World" on NBC-TV for an entire week starting Aug. 22.

Stars' Goodwill Trip To USSR Discussed

WASHINGTON, Aug. 15. — John Haskell, West Coast publicist, has been holding conversations with State Department and Russian Embassy officials looking toward a goodwill trip to Moscow by Hollywood and other entertainment world personalities, State Department and embassy sources confirmed today.

Haskell told MOTION PICTURE DAILY that he plans to take off on a preliminary trip to major cities around the world to make arrangements for his troupe.

Haskell has applied for permission to enter Russia in order to discuss the project with Soviet leaders. He also plans goodwill appearances and military base shows in such non-Iron-Curtain countries as England, France, India and Japan.

The tour would be sponsored by Variety Clubs International.

YOU MAY NOT CRY 'FIRE!'

(*Continued from page* 1)

with alongside of the major, day in and day out, accomplishments of the Production Code. The alternative—which of course Mr. Crowther and those of associated viewpoint plead for—would be to drop the Code, ignore the standards of decency and morality which it seeks to maintain, and leave the motion picture and the industry floundering in a morass of public protest and betrayed responsibility. Let all who would be seriously concerned about this as a reality in prospect consult the Code record for the past quarter of a century and meanwhile interview qualified spokesmen for production, distribution and exhibition.

THE industry is not at all likely to buy the favor of those who speak for unbridled and unrestrained freedom of expression at any such cost. This is so because it is in the case of the motion picture that the arguments of those who plead for such freedom become patently false and invalid. In order to give a semblance of reasonableness to the arguments against any and all regulatory measures being applied to motion pictures it is necessary to ignore the unique graphicness of the screen, the circumstances of theatrical exhibition and the mass audience that is attracted. Even though every one of these factors is self-evident the promoters of unbridled freedom for the screen captiously ask for proof.

The late Oliver Wendell Holmes is generally a great favorite with the Liberal Left who seek completely unrestrained freedom in all media of expression, yet they carefully avoid the implications of his dictum which flatly asserts that all freedoms in a civilized society are subject to limitation and restraint. He gave sharp and memorable underscoring to this thought when he said that no one is free to cry "Fire!" in a crowded auditorium.

Some measure of regulation and restraint must be imposed upon all popular media—the press, television, radio, as well as motion pictures. The only sensible question that remains is how the required regulation and restraint shall be imposed. There are only two possibilities: Regulation and restraint imposed by law which is censorship, or self-regulation which is the theory of the Production Code. Those who are against both censorship and self-regulation are in effect asserting a right to cry "Fire!" in a crowded auditorium if they happen to be in that mood.

THE real difficulty of the problem arises not from the likelihood that any person in his right senses will insist upon a right to cry "Fire!" in a crowded auditorium. Any such person could quickly envision the result of panic with attendant dangers to life and limb. The real difficulty of the problem arises from those who cannot see or will not see the like—and socially and individually graver—peril incident to a free rein to anyone who would use the power and influence of the screen to spread what all religions and the experience of the race teaches as a moral contagion.

It is capricious and dangerous to quibble over every forbidden incident in a film. A common sense application of common sense rules, based on judgment and experience, is what is needed. That's what the Code does.

We are sure that if Mr. Crowther on his next visit to the Radio City Music Hall should find himself in a mood to arise and cry "Fire!" he will impose upon himself a measure of censorship and self-regulation. He would not be guilty of an act likely to cause panic and possible danger to life and limb.

But in his "Times" column on Sunday while he acknowledges "I Am a Camera" is not "defensible on moral grounds" yet he lavishes attention upon it calculated to promote synthetic popularity and meanwhile he heaps customary scorn upon the Production Code and its purposes.

It is an unhappy state of affairs that the great "New York Times" and the brilliant Bosley Crowther go regularly to such lengths in adding difficulties to the public relations problem and to the stresses and strains of internal order in the motion picture industry.

British Film

(*Continued from page* 1)

ling was reported at its lowest level in three weeks in the hard currency markets. Informed opinion is convinced that the Chancellor inevitably must take further drastic credit squeeze steps in order to restore equilibrium, but how soon he may do so is anyone's guess.

The Prime Minister met with his Cabinet today with the entire situation likely coming under review.

Subsequently, the Board of Trade announced a gap between the country's imports and exports of more than £100 million comparing with an average deficit of £75 million in each of the first six months of the year.

Dock Strike a Factor

The increase in the deficit is admittedly due to the strike of dockworkers in the mid-summer. But simultaneously a fall of $136 million is announced in the gold and dollar reserves of the sterling area; at which time also the powerful engineering and shipbuilding trades union decided to present new wage claims in behalf of 3 million workpeople and involving, it is estimated, £100 million a year.

As things stand at this moment, there can be little hope of any amelioration in the restrictions on film-hire remittances at the forthcoming discussions between British government representatives and Eric Johnston, president of the Motion Picture Association of America, on a new remittance agreement for the American film industry's film earnings here. Johnston is expected here around mid-September for the negotiations.

Rank Plan Threatened

Likewise, J. Arthur Rank's plan to acquire theatres in America in which to put his own films before the American audience, experiences comparable adversity. Rank's plans were to initiate the acquisitions as soon as full convertibility permitted him to enter the American market with dollars.

Demby Plans

(*Continued from page* 1)

readied in New York, with Kevin McCarthy and Jocelyn Brando considered for leading roles in "Half the World's a Bride," which was seen on the Kraft Television Theatre last March.

Demby has also acquired rights to James Thurber's "The Last Flower," and signed Fred Allen for this property. Alexander Marshack is supervising development of this project, Demby said.

Intermountain TOA To Meet in October

The first meeting of Intermountain Theatre Owners Association, which recently affiliated with Theatre Owners of America, will take place in Salt Lake City following the TOA convention in Los Angeles, Oct. 6-9, according to TOA here.

The exhibitor group, formerly known as the Utah-Idaho Theatre Owners Association, filed notice of incorporation with the Secretary of State of Utah under the new name last week. The group's officers are: Clyde A. Blasius, president; Ray M. Hendry, vice-president; Hal Hawk, secretary and treasurer; Jack J. Hunter, Jr., Hugo D. Jorgenson, Owen W. West, and Harry A. Gordon, directors.



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EXCITEMENT EVERYWHERE!

"A hit...in the old Hitchcock style... fast, slick, sophisticated!"
—Bosley Crowther, New York Times

"...The master trumps himself with this exciting VistaVision offering."
—Frank Quinn, Daily Mirror

Highest rating...top-notch entertainment...VistaVision cameras have caught the glory of the French Riviera!"
—Kate Cameron, Daily News

"...Excellent...fascinating mystery... sparkling comedy...fits into the same lofty niche as 'Rear Window.'"
—Alton Cook, World-Telegram

LATEST AND GREATEST OF PARAMOUNT'S BLOCKBUSTERS!



Telefilming

(Continued from page 1)

ciation of Motion Picture Producers, Hollywood confidently expects television film production to resume full tilt Wednesday morning to make up lost time.

The SAG membership never has failed to act in accordance with the unanimous recommendation SAG board, which on Sunday approved contract terms without exception.

The ATFP board and those AMPP-member companies which make television films are believed ready to approve the SAG terms immediately following the membership vote tomorrow night.

'Many Splendored'

(Continued from page 1)

Many Splendored Thing" in CinemaScope.

The Buddy Adler production is scheduled to begin its regular engagement at the Roxy on Thursday.

Thousands lined the streets for blocks to see and cheer, celebrities and prominent figures from many walks of life whose arrival at the kleig-lighted theatre was recorded by Movietone newsreels, newspaper and wire service still photographers. In the theatre lobby, celebrity interviews were conducted by Ray Heatherton for his Mutual network radio show, "Luncheon at Sardi's."

The Voice of America also had a crew on the scene to tape interviews with the stars for re-broadcast to Europe, South America and Asia.

Among the guests were Jan Peerce, Helen Hayes, Tyrone Power, Jose Ferrer and Rosemary Clooney, David O. Selznick, Rosalind Russell, Walter Abel, David Wayne, Nina Foch, Jack Carter, Johnnie Ray, Perry Como, Julius La Rosa, Kitty Kallen, Peter Lind Hayes and Mary Healy and Phil Silvers.

Dr. and Mme. P. H. Chang, Consul General of China, and 50 United Nations student observers dressed in colorful native dress were present. A contingent of high fashion models displayed a new collection of dress modes by Suzy Perette inspired by the Oriental background of the filmization of Han Suyin's best-seller.

Throngs jamming police barricades set up around the film showspot were serenaded by the only native Chinese band in the United States.

Veteran Union Member

SEATTLE, Aug. 15. — Wallace Lew Eagan, 82, well known figure in Seattle theatrical life, died at his home of a heart attack. He was the oldest member in Seattle of Theatrical Stage Employes Union, Local 15, having entered the organization in 1898. He was at the Palomar Theatre, Seattle, for 17 years.



Storm's End Aids Grosses

(Continued from page 1)

Sunday business was exceptionally good.

The rare summer cool spell, coupled with overcast skies on Saturday and Sunday, was a boon to most houses along the Main Stem. Some Broadway theatre managers considered Saturday night's business and the grosses registered on Sunday the best of the summer to date.

At Radio City Music Hall, which did capacity business Saturday night, a robust $150,000 is seen for the fifth week of "Mister Roberts." The Paramount, which did a thriving weekend business, expects to hit a terrific $90,000 for the second week of "To Catch a Thief."

A fine $25,000 is forecast for the eighth week of "Summertime" at the Astor. At the Capitol, a good $41,000 is seen for the seventh week of "Not As a Stranger."

'Foys' Continue Strong

"Seven Little Foys" continues to do nicely at the Criterion, with $17,000 predicted for its seventh week, while a good $19,200 is expected for the third week of "Land of the Pharaohs" at the Mayfair.

With the premiere of "Love Is a Many Splendored Thing" aiding the Roxy box-office last night, the "Virgin Queen" will bow out after a modest $25,000 for its second and final week. A nice $12,500 is indicated for the second week of "The Private War of Major Benson" at the Plaza. A fair $28,000 is seen for the second week of "Cobweb" at Loew's State, while a pretty good $12,000 is seen for the fifth week of "The Shrike." At the Globe, a so-so $9,200 is forecast for the third week of "Son of Sinbad."

Little Damage Reported By Carolinas' Theatres

CHARLOTTE, N. C., Aug. 15.—Hurricane Connie let the Carolinas off lightly so far as theatres were concerned.

Reports received here indicate only about seven were damaged, all of them in North Carolina. Two theatres in Jacksonville, the Camparama and Jacksonville Drive-ins, were knocked out by the storm. The high winds also knocked out a drive-in near the Marine base at Cherry Point and one near Havelock.

Drive-in's at Mt. Olive and Laurinburg, far inland, were also reported damaged by high winds, but in Horry County, S. C., of which Myrtle Beach is the county seat, no damage whatever was reported. Theatres in this area were hard hit by hurricane Hazel last year.

Jazz Show to Mark 'Pete Kelly' Opening

A Broadway "jazz matinee" featuring leaders of the jazz world will mark the New York opening of "Pete Kelly's Blues" at the Victoria Theatre here on Thursday, according to Warner Brothers, distributors of the film.

Stan Rubin's Tigertown Five, the Princeton jazz group who recently won the Newport Jazz Festival, will ride down Broadway in the first car of a cavalcade of 1925 vintage autos which will bring the jazz greats to the Victoria Theatre. The Tigertown Five will perform in front of the theatre at 3:30 P.M.

Among the entertainment personalities invited to participate in the jazz jamboree prior to the "Pete Kelly's Blues" performance are Eddie Condon, Stan Kenton, Dorothy Dandridge, Gene Krupa, Eartha Kitt, Count Basie, Paul Whiteman, Georgia Gibbs, Burl Ives, Bobby Sherwood, Phil Silvers, Frankie Laine, Buck Clayton, J. J. Johnson, Kay Winding, Marie Crisis, Benny Goodman, Duke Ellington, Bobby Hackett, Ray Anthony, George Shearing, Coleman Hawkins, Dizzy Gillespie, Les Brown, Woody Herman, Errol Garner, Dinah Washington, Peewee Russell and Jimmy McPartland.

U. S. Set for Trial of Terre Haute Suit

INDIANAPOLIS, Aug. 15. — Justice Department attorneys arrived here from Washington prepared for opening of the trial of the government suit based on a Terre Haute theatre pooling agreement between Fourth Avenue Amusement Corp. and Alliance Amusement Co.

Alliance contends the agreement was terminated last March and asked for dismissal of the action. The court, however, has kept the case on the U. S. District Court calendar.

'Hell' Premiere Plans Set in San Antonio

SAN ANTONIO, Aug. 15. — As part of Wednesday's launching of this city's week-long First Annual Frontier Festival Celebration which it hopes to make as important a tourist magnet as New Orleans' annual Mardi Gras, Universal-International's "To Hell and Back," in CinemaScope and color by Technicolor, will have its world premiere at the Majestic Theatre that night.

Audie Murphy, America's most decorated war hero, upon whose autobiography the picture is based, and a native son of Texas, will arrive from Hollywood tomorrow to participate in the ceremonies as a guest of honor. The premiere here will serve to launch a series of pre-release Texas territorial openings with Murphy also visiting Dallas, Houston and Fort Worth for television and radio promotional appearances and participation in local promotional events.

Charles Simonelli, Universal's Eastern advertising and publicity department manager, and Herman Kass, Eastern exploitation manager, will come here for the premiere.

Kline-Simpson Formed

HOLLYWOOD, Aug. 15. — Fred W. Kline, who has headed Walter E. Kline and Associates since the latter's death a year ago, has joined independent publicist Len Simpson in forming a new public relations and publicity firm to be known as Kline-Simpson and Associates.

Preston in Weiss Firm

HOLLYWOOD, Aug. 15. — Joel Preston, former New York publicist who came to the West Coast a year ago and has operated an independent publicity office, this week joined Milton Weiss and Associates, public relations firm, as executive associate in the organization.

AB-PT Wins

(Continued from page 1)

prohibiting any interference by F & M with the exercise of rights of AB-PT as owners of 400 shares of Class B stock.

In rejecting F & M's claim for $2,979,318 in damages, Justice Dawson said that he found that AB-PT had done nothing prohibited by the anti-trust laws to injure the Paramount Hollywood Theatre Corp. AB-PT was made a defendant in the complaint following divorcement when it took over the stock formerly held by Paracount Pictures, also a party to the complaint.

Restraint Charged

The suit charged, among other things, that under a 1944 contract between Paramount Pictures, the Paramount, Hollywood, and F & M, the theatre had been unlawfully restrained and deprived of competitive bidding for features.

TEDA Names Groups For Fall Meeting

ST. LOUIS, Aug. 15.—Ray G. Colvin, executive director of the Theatre Equipment Dealers Association, announced the appointment of committees for the TEDA convention, Nov. 6-9 at the Hotel Morrison, Chicago, in conjunction with the TESMA-TEDA-Allied States Association and IPA conventions and trade show to be held there.

Phil Guss of Salt Lake City has been named convention chairman, with Jack Dumestri of Atlanta and Harry Blumberg of Philadelphia heading the nominating committee.

The committee on arrangements is composed of Lewis Waitts, Walter Shreve, Carl Bell, Clyde Badger and Joseph Pear. Named to the registrations committee were Ray Busler, Phil Wicker, Louis Wicker, W. H. Howell, Neil Blount and Elmer H. Brient.

Colvin has cancelled all of his speaking engagements for September and October to devote his time to the completion of convention arrangements, it was announced by T. L. Shearer board, chairman. Since last January, Colvin has appeared before some 60 civic groups in seven states in efforts to assist exhibitors to increase theatre attendance.

Radio Rights to Title Bout to ABC

Exclusive radio rights to the 15-round world championship heavyweight contest between Rocky Marciano and Archie Moore on Sept. 20 from Yankee Stadium here, have been acquired by the American Broadcasting Co. from the International Boxing Club.

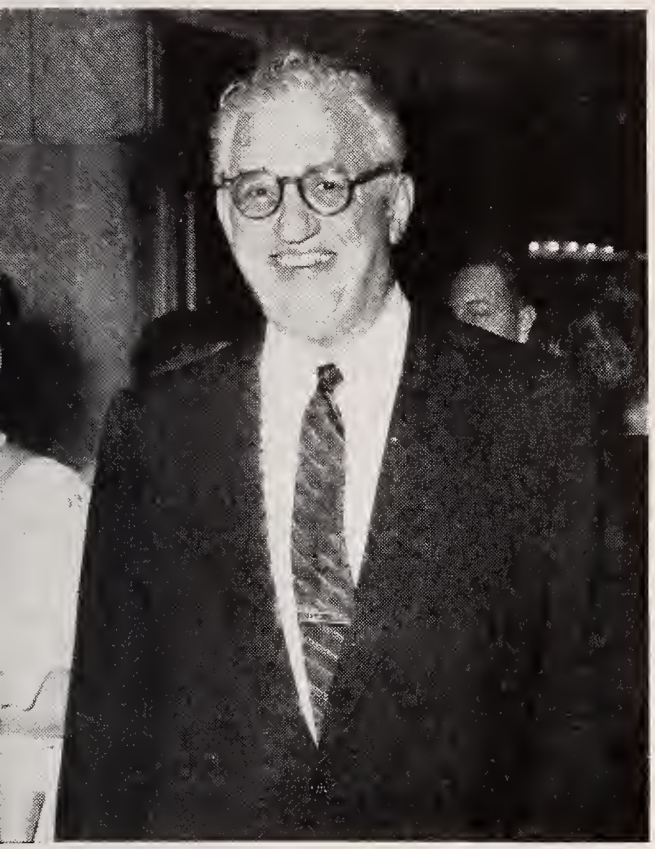
The title event will also be presented by closed circuit television by Theatre Network Television to about 100 theatres throughout the nation. At the latest count, over 51 theatres have signed to present the fight, according to TNT.

The fight will be broadcast live over the complete ABC network of more than 350 stations as well as stations in Alaska, Hawaii, Guam, Puerto Rico, Cuba and the Armed Forces Radio Network. The broadcast will begin at 10:30 p. m. (EDT).

"Splendored Thing" Is Previewed at Roxy

WILLIAM HOLDEN and Jennifer Jones are romantically teamed in 20th Century-Fox's CinemaScope production "Love Is a Many Splendored Thing," which was introduced to New York audiences in an unusual preview showing last night at the Roxy Theatre. Radiating the atmosphere of a world premiere, the event brought out many celebrities of Hollywood, television and the Broadway theatre, United Nations officials and other dignitaries. The Buddy Adler production, which was directed by Henry King, begins its regular engagement at the Roxy on Thursday. Pictured at the right, entering the theatre, prior to the preview, is the party of 20th Century-Fox vice-president Charles Einfeld (third from left), with Mrs. Einfeld (center) and daughter Linda (second from right).

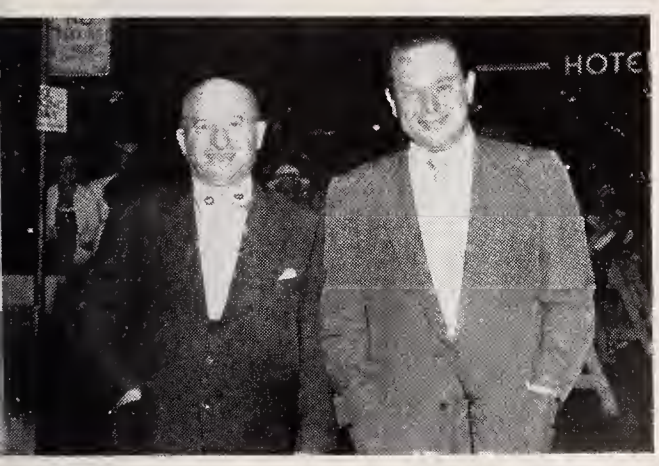




Producer David O. Selznick, whose actress wife, Jennifer Jones, is starred in the film.



William C. Gehring, executive assistant general sales manager of 20th Century-Fox, is flanked by four high-fashion models displaying a modern line of dress styles by Suzy Perette, styles which were inspired by the picture.



Billy Brandt (left) and Marty Levine, officials of the Brandt theatre circuit, were among the exhibitor executives attending the preview.



Lining 50th Street from Seventh to Sixth Avenue are crowds waiting to enter the Roxy Theatre for the gala preview of the romantic drama based on Han Suyin's autobiography, a work high on the best seller lists of the nation.

(*Advt.*)

For Labor Day....From 20th!

THE STRANGEST COVENANT MAN EVER MADE WITH GOD!

The best-seller that rocked the world with its daring is on the screen at last... of a man who committed an unforgivable sin— and a woman who fought against a love she thought was impossible!



also starring

LEE J. COBB

with AGNES MOOREHEAD



20th Century-Fox presents

HUMPHREY BOGART

GENE TIERNEY

in

THE LEFT HAND OF GOD

COLOR by DELUXE

CINEMASCOPE®

Produced by BUDDY ADLER • Directed by EDWARD DMYTRYK • Screen play by ALFRED HAYES

Based on the Novel THE LEFT HAND OF GOD by William E. Barrett

"it's a pleasure to do business with 20th!"



All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 33 NEW YORK, U. S. A., WEDNESDAY, AUGUST 17, 1955 TEN CENTS

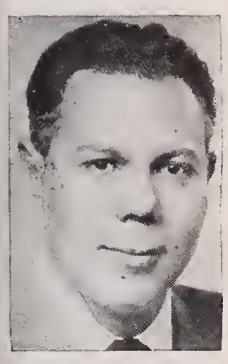
Reade Assures

TOA Welcome For Allied in Joint Talks

TOA Group Plans Meets With Distributors Soon

By LESTER DINOFF

Allied States Association "would be welcome" to join with Theatre Owners of America in proposed conferences with distribution executives which may be held prior to the annual TOA convention, according to Walter Reade, Jr., chairman of the TOA board.



Walter Reade, Jr.

Reade said here yesterday that the TOA committee, which worked jointly with a sub-committee of Allied's Emergency Defense Committee during the May-June conferences with the distribution companies, may meet

(*Continued on page 7*)

CEA Delegate to Be At TOA Convention

By WILLIAM PAY

LONDON, Aug. 16. — Cinematograph Exhibitors Association, Britain's exhibitor organization, is likely to be represented for the first time at an American exhibitor organization convention with the Theatre Owners of America annual meeting in Los Angeles, Oct. 6-9.

This was disclosed following a

(*Continued on page 7*)

TOA Unit Plans N.J. Membership Drive

Theatre Owners of America of New Jersey will shortly launch a membership and organizational drive to bolster the unit's strength in exhibition in New Jersey, it was announced yesterday by president Maury Miller following a regular meeting of the group at the Hotel St. Moritz here.

The membership drive will get un-

(*Continued on page 7*)

Wide Backing of All-Industry Fair Reported by Tesma

Proposals for an "All-Industry Fair," to be held here in 1956, have "met with enthusiastic approval among film companies, theatre owners, equipment manufacturers and dealers," according to reports reaching Theatre Owners of America and Theatre Equipment and Supply Manufacturers Association.

The two organizations mapped plans for the fair in conjunction with TOA's 1956 convention, to be held at the New York Coliseum.

A TESMA statement, issued here yesterday, reporting on response to the proposal, stated that plans are underway to make the "All-Industry" fair an annual event.

In addition to the participation of the producing companies, TESMA stated the active cooperation of the International Popcorn Association and Theatre Equipment Dealers Associa-

(*Continued on page 7*)

IFE Holds Sales Meeting for East

A two-day meeting of members of the Eastern division of IFE Releasing Corp. and Seymour Poe, executive vice-president, will be concluded at the home office today.

The sessions were called as part of the nationwide sales study being conducted by Poe and the agenda includes discussions of the implementation of his program of cooperation with exhibitors. The finalization of Poe's "Workshop Plan," aimed at showing exhibitors tested methods of selling foreign films through a series of key city seminars, will be discussed as part of this program.

Present at the meetings are Bernard

(*Continued on page 6*)

Charles Boasberg in Charge

Para. Sets Machinery For Aid to Theatres

Is Designed to Give Relief to Accounts Whose Continued Operation Is Threatened

George Weltner, head of world wide sales for Paramount Pictures, yesterday announced the establishment of machinery by the company toward alleviating "problems affecting exhibition, particularly theatres on the borderline of continued operation."



Chas. Boasberg



George Weltner

This was disclosed in a statement issued by Weltner as a result of a meeting held last June between Paramount Pictures and the joint TOA-Allied committee, at which time Weltner pledged that Paramount would take, under "friendly advisement," the points made by the exhibitor representatives.

"It is perfectly clear," Weltner said, "that the problems of possible borderline situations involving individual theatres cannot be lumped together and solved by any arbitrary or formula method. Each case is, by the nature of our business, separate and unique and can only be fairly evaluated on an individual basis."

To accomplish this, Weltner said, about Sept. 1 Paramount is bringing

(*Continued on page 6*)

Brandt Hits CompoCritics

The Council of Motion Picture Organizations should be supported in its current dues drive in order that it may carry on its valuable work in behalf of the industry, Harry Brandt, president of the Independent Theatre Owners Association, declared here yesterday, in a statement which hit at the critics of COMPO activities.

"COMPO has truly accomplished

(*Continued on page 6*)

SAG Gets Payments On 2nd to 6th TV Run

From THE DAILY Bureau

HOLLYWOOD, Aug. 16. — The Screen Actors Guild's 12-day strike against television film producers ended tonight with the ratification of terms in a five-year contract with the Association of Television Film Producers and the Association of Motion Picture Producers-member telefilm producers which provides for residual payments to actors on second-to-sixth runs of films in which they appear, and for in-

(*Continued on page 2*)

Paramount in New H-63 Labor Contract

Paramount Pictures and the Home Office Employees Union, H-63, IATSE, have agreed to a two-year contract covering all field publicity representatives, it was announced yesterday by Russell M. Moss, H-63 executive vice-president.

The new agreement, which covers all men from the Los Angeles area east, is patterned after the contract

(*Continued on page 7*)

'Oklahoma' Projected

Todd-AO Is Impressive In Hollywood Unveiling

By WILLIAM R. WEAVER

HOLLYWOOD, Aug. 16.—On the same M-G-M sound stage where experimental Todd-AO equipment was installed, developed, rectified and finally demonstrated on June 22, 1954, the $4,000,000 motion picture production-presentation process today abundantly fulfilled the brightest promises made for it by projecting Rodgers and Hammerstein's $6,800,000 production of their perpetual hit musical, "Oklahoma," to three audiences composed of the professions and press, who expressed their approval in explosive applause.

On June 23 of last year this publication reported comments at a demonstration such as "Cinerama without

(*Continued on page 7*)

PERSONAL MENTION

BEN GOETZ, who has been in charge of M-G-M production activities in England, arrived in New York yesterday from London and will leave for the Coast in a few days.

•

RICHARD DAVIS, president, and JOHN MCCARTHY, chairman of the board, of United Motion Picture Organization, will leave here today aboard the "Liberte" for Europe. They will attend the Venice Film Festival while abroad.

•

B. BERNARD KREISLER, president of International Film Associates, will leave here Friday on the "United States" for a nine-week film survey in seven countries of Europe and will attend the Venice Film Festival.

•

VICTOR J. HOARE, of the Selznick Releasing Organization directorate, will arrive here today from London via B.O.A.C. Monarch.

•

JACK DIAMOND, Universal-International studio publicity director, has arrived in New York from California.

•

SAMUEL COHEN, foreign publicity manager for United Artists, has returned here from a Bermuda vacation.

•

ARTHUR CANTON, Eastern division press representative for M-G-M, is vacationing at Warwick, N. Y.

•

LEO SAMUELS, general sales manager of Buena Vista, will leave here today for Detroit and Chicago.

•

MAX BYGRAVES, British comedian, returned to London from New York last night via B.O.A.C.

'Herald' Editor to Address Naval Unit

Martin Quigley, Jr., editor of "Motion Picture Herald," will give a talk on film history tonight at Sound Masters studios to members of a Naval Reserve Aviation company.

Quigley's talk will precede the screening of a new 21-minute Navy film, "Origins of Motion Pictures," which is based on his book "Magic Shadows—the Story of the Origin of Motion Pictures" (Georgetown University Press 1948). The film was made by the Naval Photographic Center in Anacostia, D. C. Jay E. Gordon was project supervisor and writer of the script. W. French Githens, chairman of the board of Sound Masters, is commanding officer of the Naval Reserve unit.

Bernard LoPata, 38

Bernard LoPata, 38, manager of the Mayfair Theatre here, died yesterday at Roosevelt Hospital from injuries received in an automobile accident last week. LoPata was with the Brandt Theatres circuit for 19 years.

Mexico Produced 48 in Six Months

MEXICO CITY, Aug. 16.—Forty-eight motion pictures, costing $2,960,000, were produced by Mexican and American producers during the first six months of 1955, according to production figures released here.

Biggest production took place in May when 12 films were turned out, the lowest in February, when only three were completed.

Miss Austin Resigns Roxy Publicity Post

The resignation of Isabelle Austin as publicity director of the Roxy Theatre here has been announced.

During her long association with the Roxy, Miss Austin handled trade press and newspaper contacts, special events, exploitation, promotion, poster and writing and editing of the Roxy Theatre program. Miss Austin will announce her future plans shortly. No replacement has been announced by the Roxy management.

Bessey Back from Western Area Trip

Altec's executive vice-president H. M. Bessey is back in New York following an extended tour of Far West states. In Beverly Hills, he met with officials of Altec Lansing Corp. Bessey reported a satisfactory number of new contracts and renewals from roofed theatres in the company's Western division, together with a large volume of new business from numerous new drive-in theatres in Washington, Oregon and California.

Plans are now underway by Bessey, Marty Wolf, Altec sales manager, and C. S. Perkins, operating manager for the preparation of a company display at the TESMA show at the Allied convention in Chicago in November.

Col. to Distribute New Japanese Film

Distribution rights to "Seven Samurai," new Japanese film by the director of the highly acclaimed "Rashomon," have been acquired by Columbia Pictures Corp. for release in the United States and Canada. This marks the first time Columbia has undertaken the presentation of a Japanese film in the American market.

Produced by the Toho Company and directed by Akira Kurosawa, "Seven Samurai" was winner of the Silver Lion award at last year's Venice Festival.

'Ulysses' Bows Today

Paramount's "Ulysses" will open at the Globe Theatre here today. Produced in and around Italy by Dino DeLaurentiis and Carlo Ponti in association with William W. Schorr, "Ulysses" stars Kirk Douglas and Silvana Mangano.

SAG Pact

(*Continued from page* 1)

creases in scales right along the line.

The principal issue at stake was whether telefilm producers should begin making residual payments to actors on second run, which was not done under the expired contract. The approved contract provides that actors shall be paid not less than 35 per cent of the contract minimum on second run; 30 per cent on third run and 25 per cent on fourth run, 25 per cent on fifth and 25 per cent on sixth, with this last payment covering all subsequent runs.

The SAG's original demands were for 100 per cent for second run, the same for third run, with decreases starting thereafter.

AMPP-member objections had been based, reportedly, on the fear that the SAG might ultimately demand pay for reissues in the theatrical field if the principle were approved by them in the television field.

Negative Costs a Factor

ATFP objections to second-run payment was that few telefilm producers get their negative costs back from the first runs, and need second run money to get into the black.

Salary increases in all divisions were compromises worked out by negotiators. Typical are terms for dayplayers, whose original contract salary, $70, is raised to $80. The former contract provided for payment of $35 on third run, $17.50 on fifth run and the same on sixth run.

The new contract provides for payment of $28 on second run, $24 on third, $20 on fourth, the same on fifth and on sixth.

The total under the old contract was $140. Under the new contract the total is $192.

Set 4-City Texas Debut for 'Villa'

HOLLYWOOD, Aug. 16.—A four-city Texas State premiere, starting Sept. 27 at the Majestic Theatre, San Antonio, will mark the world debut of "The Treasure of Pancho Villa," J. R. Grainger, distribution director of RKO Radio Pictures, announced today.

The picture, produced by Edmund Grainger for RKO release, will premiere on Sept. 28 at the Majestic Theatre, Houston; on the 29th at the Majestic Theatre, Dallas, and on the 30th at the Worth Theatre, Fort Worth.

Witnesses Balk At 'Red' Hearings

Elliot Sullivan, identified as a stage, TV and screen actor, joined seven other Broadway and TV-radio personalities yesterday in invoking the Fifth Amendment in declining to answer any questions concerning Communist associations at hearings here being conducted by the House Un-American Activities Committee.

Sullivan and George Tyne, another unfriendly witness, were the only two witnesses called to date identified with pictures, the others being active either on the legitimate stage, radio or TV.

. . . NEWS ROUNDUP

To Process Cathedral Film

Pathe Laboratories will process Cathedral Films' "Indian American" under a deal set by O. W. Murray, West Coast manager of Pathe, and Dr. James K. Friedrich of Cathedral. Additionally, Murray disclosed that a deal has been set with Dr. Robert Franklyn for the processing in Pathecolor of his forthcoming CinemaScope production, "Adam and Eve."

■

Grant Drive-in Permit

Despite protests of residents, the City Commission of Tuscaloosa, Ala., has given a permit for the construction of a drive-in theatre there.

■

Show Notre Dame Games

The Sheraton Hotels in 13 cities will present the closed-circuit telecasts of three Notre Dame football games starting on Oct. 7 when Notre Dame will play Miami University. This will be followed on Oct. 29 for the game with Navy and on Nov. 19 for the Notre Dame-Iowa game.

■

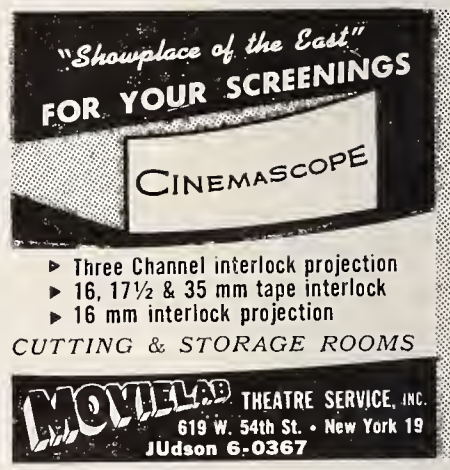
Personal Banking

A city-wide Brinks strike is making it necessary for Chicago theatre managers to personally take box office receipts to the bank with a police escort. Brinks employes are demanding a pension fund in addition to the salary increase already offered by the company.

■

New Gold Office

The acquisition of the entire 51st Street wing of the third floor of the Capitol Theatre Building here was announced by Melvin L. Gold, president of Mel Gold Productions, Inc. The new space includes reception room, cutting rooms, production and sales offices, screening and conference rooms.



MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second-class matter Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10¢.

PEOPLE

Harry B. French, president of Minnesota Amusement Co., will head a nine-man delegation of Maco executives at the annual convention of American Broadcasting - Paramount Theatres, to be held Sept. 7-9 at Spring Lake, N. J. Accompanying **French** will be **Charles Winchell, Charles Perrine, John Branton, George Shepherd, Woodrow Praught, Ray Niles, Everett Seibel** and **Charles Zinn.**

¤

Joseph Prill, for the past 14 years a member of the Paramount Minneapolis sales force, has resigned to purchase and operate two theatres in Madison, S. D.: the Madison Drive-in Theatre and the State, the latter a conventional house.

¤

Paul La Riviere, manager of the Family Drive-in Theatre at Tuslatin, Ore., has organized a branch of the Izaak Walton League, national association of fishing enthusiasts.

¤

Lowell Bullpitt, chairman of the Houston Theatre Owners Association, has announced the following committee appointments: entertainment: **Dick Wygant,** chairman; **Ernest Forsythe** and **Karl Stroud;** grievance and arbitration: **Victor Borraco,** chairman; **Ruby Gibson** and **Ernest Buffington;** membership: **Jimmy Harris,** chairman; **Willie Radcliff** and **Hazel Forsythe;** research: **Guy Price,** chairman; **Jack Farr, Mitchell** and **Robert Lewis,** and **Jack Groves.**

CineMiracle Praised By De Rochemont

From THE DAILY Bureau

HOLLYWOOD, Aug. 16.—Formation of Louis de Rochemont CineMiracle Productions to produce five feature pictures in the Cinemiracle process was announced jointly today by National Theatres president Elmer C. Rhoden, who demonstrated the three-strip, triple-projector, single-booth system to the press at the circuit's Boulevard Theatre here on June 23, and de Rochemont, who will be president and executive producer of the new company. (The CineMiracle process was fully reported in the June 24 edition of MOTION PICTURE DAILY.)

De Rochemont said in part, "CineMiracle brings to entertainment the perfect picture for audience participation. It suppresses match lines and corrects parallax and distortion, and in my opinion is an improvement on all wide-screen techniques."

Rhoden said, "I am very happy that Mr. de Rochemont has seen fit to join with National Theatres and produce the first picture in the CineMiracle process. He is one of the few producers with experience in both conventional and three-panel screen technique, and his selection of 'Seven League Boots' for his first is ideal."

Rhoden repeated an earlier statement that NT will open discussions shortly with the Department of Justice concerning modification of the consent decree to permit NT entrance into production.

May Be 'Too Hot to Handle'

New Book to Criticize Supreme Court's Film Censorship Record

From THE DAILY Bureau

WASHINGTON, Aug. 16.—The Supreme Court will be assailed for its failure to meet squarely the motion picture censorship question in a book published later this month by Random House.

The book, "Nine Men," is a history of the Supreme Court written by Yale law professor Fred Rodell. The extremely critical history has been termed "highly controversial" by the publishers.

The author, long a critic of the Supreme Court, in this volume takes that body to task for its frequent failure to hear cases which, he points out, has the effect of permitting a lower court decision to stand. The effect, he says, is that "certain movies, offensive to city censors, can not be shown. . ."

Rodell charges ". . . the question whether movies, like newspapers and books, are protected from narrow local censorship by freedom of the press . . . were deemed by Vinson and company not worthy of decision—or perhaps too hot to handle."

In another section, Rodell detailed the later unanimous decision in the "M" and "La Ronde" cases overruling the 1915 decision which had held that films were not entitled to "freedom of the press" guarantees of the Constitution.

He charged that the Supreme Court at that time muffed a good chance for "an exciting opinion" which would have cleared up the censorship question once and for all.

Para. Sets Month For Morgan Drive

Paramount Pictures will pay a special tribute this year to Oscar A. Morgan, general sales manager in charge of short subjects, Paramount News and special features. The company will dedicate an entire month to the veteran sales executive, instead of, as previously, a single week, in the climactic drive for short subjects saturation bookings.



Oscar Morgan

"Oscar Morgan Month" has been set by Paramount for Oct. 2 through 29. At the same time Morgan will be celebrating his 41st anniversary with Paramount.

In addition to the large array of one-reelers, the drive will include at least five two-reel VistaVision subjects filmed in various parts of the world and other short subjects, the company said.

Walt Disney Prods. Joining the AMPP

HOLLYWOOD, Aug. 16.—Walt Disney Productions today was voted into membership in the Association of Motion Picture Producers, becoming the tenth major producing company belonging to that organization.

Roy O. Disney, president, said the increase in live action and television production motivated the action, and that membership in the AMPP does not conflict with Disney's long membership in the Society of Independent Motion Picture Producers.

SPG to Hold Yearly 'Ball' on Oct. 14

The annual Movie Page Ball of the Screen Publicists Guild (New York), marking the Guild's 15th anniversary, will be held at the Hotel Pierre here on Oct. 14, it was announced this week.

MacNamara, LeRoy Support Toll TV

From THE DAILY Bureau

HOLLYWOOD, Aug. 16. — Paul MacNamara, vice-president of International Telemeter Corp., stood up for toll TV virtually unsupported at a two-hour seminar staged last night by American Cinema Editors with 150 members in attendance. The only outright support enjoyed by MacNamara came from producer-director Mervyn LeRoy, who said he is in favor of toll-television because he is sure most television stay-at-homes would leave home and go to a motion picture theatre if compelled to pay for television programs.

The panel was chairmanned by past ACE president William B. Murphy, who was introduced by president Dick Cahoon.

Outrightly opposing MacNamara, whose presentation was the same one he has used in frequent public discussions, Dr. Dallas Smythe sharply questioned what he called MacNamara's "crucial assumptions," and pointed out that modern motion pictures, in wide screen, are not appropriate for television, and that the recent purchase of RKO Radio Pictures by radio-television interests shows clearly there is no basis for the MacNamara charge that free television is tantamount to monopoly.

Don Belding, Foote, Cone and Belding agency executive, said proponents for pay-television surely are entitled to try their wings if they can do so, but the public finally will decide the issue.

U.S. Producers to Make 11 in Mexico

MEXICO CITY, Aug. 16. — At least 11 motion pictures will be produced in Mexico by American companies between now and October, a check of the local studios reveals.

United Artists plans to make "Comanche" and "Daniel Boone"; Columbia plans two; Warner Brothers, "Serenade"; Republic, "Strangers in Love"; Edmund Grainger, "Kingdom of Spurs"; Herbert Kline, "Adam and Eve"; and Russ-Field Productions, "Run for the Sun" are among the films to be made.

Harling Report

Anti-Toll TV Funds Said to Be 'Gratifying'

Financial contributions from varied groups which have joined the Organizations for Free TV was described as "very gratifying" by Philip F. Harling, treasurer, yesterday.

Harling's statement came as the anti-toll TV committee set plans to consolidate its position for the fall campaign. Under preparation, Harling reported, are rebuttals to be submitted to the Federal Communications Commission by Sept. 9.

Contributions, according to Harling, have been received from the Projectionists Union, Local 428, Stockton, Calif.; Stage Employees Union, Local 16, San Francisco; and California State Theatrical Organizations.

Also joining the anti-toll TV campaign, both financially and actively, are the ABC Vending Co., of this city, and Standard Theatre Supply Co., Greensboro, N. C., Harling said.

Cohn and Marks in Charge

In regard to the planned FCC rebuttal, Harling reported that material is being prepared by technical, economic and legal experts under the direction of Cohn and Marks, the Washington legal firm retained by the committee. Participants in the preparation of this material are co-chairmen Trueman T. Rembusch and Alfred Starr, Dr. Dallas Smythe of the University of Illinois and John Hogan of Hogan Laboratories.

Harling went on to say that the committee public relations counsel, Robert S. Taplinger and Associates, has been actively engaged in distributing informative material in favor of "free" home TV. The committee also was reported to be working closely with various magazines which will appear on the stands during the end of August and early in the fall with articles about the pay-to-see question.

Altec Sales Meeting Conducted by Wolf

A one day sales meet, presided over by Marty Wolf, newly-appointed sales manager, has been concluded at the New York headquarters of Altec Service Corp.

Called for the purpose of discussing new developments in the field of public address and special sound system installations, an area in which Altec is now extremely active, the meeting was attended by various home office personnel, including C. S. Perkins, operating manager; P. F. Thomas, treasurer; S. M. Andersen, merchandising manager; A. J. Rademacher, assistant operating manager; D. L. Demarest, M. Bender and F. Pfeiff, of Altec's engineering department, and R. W. Kautzky, Northeastern division manager; J. H. Johnson, assistant comptroller, and the following company out-of-town field representatives: C. A. McCrork, Philadelphia branch manager; D. S. McLean, Newark branch manager; D. M. Cole, Washington, D. C., branch manager, and H. Hornbeck, field engineer, Eastern division.

IN SEPTEMBER



FROM 20th CENTURY-FOX!



*PRE-RELEASE

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in

***THE TALL MEN**

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CINEMASCOPE

co-starring

CAMERON MITCHELL

Produced by WILLIAM A. BACHER

and WILLIAM B. HAWKS

Directed by RAOUL WALSH

Screen Play by

SYDNEY BOEHM and FRANK NUGENT



*The biggest picture 20th has produced since "THE ROBE" ...Available for a few specially selected situations the latter part of September



"It's a pleasure

WILLIAM HOLDEN · JENNIFER JONES

in

LOVE IS A ANY-SPLENDORED THING

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luced by Directed by Screen Play by

Y ADLER · HENRY KING · JOHN PATRICK



20th Century-Fox captures all the beauty and rapture of the most enchanting love story of the year! She was the fascinating Eurasian . . .
he was the American correspondent . . . and in each other's arms they found a love that defied 5000 years of tradition.
Every word is true!

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THE LEFT HAND OF GOD

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also starring LEE J. COBB

Produced by Directed by

UDDY ADLER · EDWARD DMYTRYK

Screen Play by

ALFRED HAYES

Fresh from the pages of William E. Barrett's challenging best-seller comes the story that rocked the world with its daring—of the strangest covenant man ever made with God! It strikes across the screen with lightning and thunder.

RICHARD EGAN · ANTHONY QUINN · MICHAEL RENNIE

JEFFREY HUNTER · RITA MORENO

SEVEN CITIES OF GOLD

COLOR by DE LUXE

CINEMASCOPE

Produced by ROBERT D. WEBB and BARBARA McLEAN

Directed by ROBERT D. WEBB

Screen Play by RICHARD L. BREEN and JOHN C. HIGGINS

Additional Dialogue by Joseph Petracca

Gala, news-making World Premiere in San Diego, historic locale of the picture, with national newspaper, radio and television on-the-spot coverage followed by California statewide saturation!



business with 20th!"

Para. Policy

(Continued from page 1)

into its organization Charles Boasberg, veteran distribution executive. Boasberg will join Paramount immediately after Labor Day in an important sales capacity and primary among his duties will be the field of "exhibitor borderline problems," Weltner said.

Has Visited Branches

"Since the joint meeting held with the TOA-Allied committee on June 13, the matters discussed at that time have been very much on my mind," he added. "I have since had the opportunity to visit numerous of our branches. I have talked to our own people in the field and to exhibitors on the subject of theatre operators with acute economic problems which place their theatres on the borderline of continued operation.

"As a result, it has been possible to get a preliminary understanding of this problem sooner than I hoped. Because of the stress which has been placed upon this subject, I feel I should now indicate—without further passage of time—the course of action to be taken by Paramount Film Distributing Corporation.

"In each case where the exhibitor believes the facts of his particular situation warrant consideration as a distress problem, they should be brought to our attention at the branch level. This will afford the home office detailed information from the field as well as the opinion of the branch manager concerning its merits. This information and opinion will then be channeled to Mr. Boasberg who will thereafter handle the matter with honesty, friendliness and expedition."

Plan New Drive-in

HARTFORD, Aug. 16.—Paul Tolis of Kounaris-Tolis Theatres has disclosed plans for construction of a 1,000-car capacity drive-in theatre, as part of a huge, 35-acre shopping center adjoining K-T's Meriden Theatre, a first-run situation in nearby Meriden, Conn. K-T operates houses in Meriden and Newington, Conn.

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Brandt Hits Critics of Compo

(Continued from page 1)

much for little and exhibition has benefitted in equal degree, along with production and distribution, from its efforts," Brandt said. "COMPO has furnished a united industry front in those areas where unity is possible and it should not be sacrificed on the altar of industry dissension. The COMPO Audience Awards poll, with the greatest public relations potential in our history, must not be sabotaged because of lack of funds."

"Allied States' representatives have been saying that COMPO should not be supported and that no effort should be made to eliminate the Federal admissions tax," Brandt said.

Calls Statements 'Shocking'

"They say that arbitration is a mockery and that government regulation is the proper course for exhibition. They say that we must not try for tax elimination because we do not stand a chance; that it is far better for exhibitors to go to Congress for regulation of film rentals; that exhibitors derived little or no financial benefits from the recent COMPO tax campaign and that the distributors will get all the benefits anyhow; that this is not the time to prepare for another tax campaign and that it is bad public relations for the industry to seek total elimination; and finally, that the 9,000 theatres which obtained total tax elimination are selfish and will not do anything to secure relief for the more than 9,000 which only realized partial elimination."

It is shocking that such statements should be issued by exhibitor leaders, the ITOA president asserted in his statement.

Sees Cooperation as Essential

The health of this industry depends on the ability of each segment to get along with the other, Brandt said. "It should be known that when Allied goes to the government for regulation, there will be independent exhibitors who will appear in goodly numbers to oppose such destructive measures," he said.

"Allied's refusal to join in the industry's arbitration efforts; its refusal to support COMPO and its renunciation of a campaign for total tax repeal must be opposed. If the Allied leaders are not trying to start a membership drive for Theatre Owners of America, their activities certainly point in that direction."

ATCNJ Advises Members to 'Stick With' COMPO Poll

Allied Theatre Owners of New Jersey advises its members in its monthly "Allied Digest" to stick with the COMPO Audience Awards campaign "and see if it turns out to be a lovely child or an ugly monster."

The ATONJ news bulletin, beginning with the statement that "COMPO's face gets slapped on the new dues drive," continues to say that "there may be merit in statements about the high cost of COMPO, their lack of cooperation on toll-TV, etc., but the Audience Awards are here and gaining healthy momentum. Let's stick with it and see if it turns out to be a lovely child or ugly monster."

Cole Attacks New Ticket Tax Drive

DALLAS, Aug. 16.—A new drive for the total elimination of the Federal admissions tax "hasn't a chance of success," in the opinion of Col. H. A. Cole, chairman of the board of Allied Theatre Owners of Texas.

Cole's prediction came in a statement announcing the withdrawal of Texas Allied from membership in the Council of Motion Picture Organizations and the resignation of Cole as a COMPO director representing Texas Allied.

The three-page statement belittled the possibilities of COMPO's Audience Awards campaign, charged COMPO with accomplishing "little for the exhibitors and especially the smaller exhibitors since the successful termination of the national tax campaign," and withdrew support of COMPO's dues drive. It also hit at COMPO for not participating financially in the toll TV fight.

Regarding the proposed new tax fight, Cole maintained that the large group of small theatres charging 50 cents or less "is not interested in going all out for relief among the larger theatres." "One might say," he went on, referring to the ticket-tax free situations, "that this is selfish and I grant that, but it's nevertheless inevitable; especially, in view of the fact that even this large group of smaller theatres profited little or none in the resulting battle over a division of the 'spoils.'"

Rocky Mt. Allied Opposes Compo Dues

DENVER, Aug. 16.—Officers and directors, speaking for Allied Rocky Mountain Independent Theatres, an Allied States affiliate, have gone on record as opposed to the collection of COMPO dues.

They base their antagonism on COMPO's non-participation in the toll TV fight; on the allegation COMPO had stated there was enough in its treasury to pay for the Audience Awards poll this year, and that the proper Allied men were not consulted before the dues collection was ordered.

Ohio Theatres Responding To Compo Campaigns

CLEVELAND, Aug. 16. — Exhibitors outside of Cleveland are responding to the COMPO dues drive, Danny Rosenthal, distributor chairman reports. Exhibitors in the territory are also going for the Audience Awards poll.

Butterfield Joins Audience Awards

Sixty-nine theatres of the W. S. Butterfield circuit in Michigan will participate in the Audience Awards campaign, COMPO was advised yesterday by Walter J. Norris, director of the circuit's advertising.

The theatres are located in 34 cities and range in size from 200 to 300-seat houses in smaller towns to 1,000 to 2,000-seat showplaces in larger cities.

IFE Meeting

(Continued from page 1)

Jacon, vice-president in charge of sales; Seymour Schussel, Eastern division manager and assistant to Jacon; Al Herman, New England district manager; Phil Levine, Metropolitan New York managers; and sales representatives, Irving Shiffman, Washington, D. C.; Dave Williams, Charlotte; John Jarvis, Atlanta; Sid Feld, Boston; and Sal Di Gennaro, Buffalo.

National Pre-Selling

AUDIE MURPHY, the most decorated hero in the Armed Forces during World War II, wrote an article for the Sept. 2 issue of "Collier's" in which he tells how it felt to act out battle experiences which took place during the last world war. Audie Murphy is starred in U-I's "To Hell and Back," which is based on his best selling book.

The Audie Murphy story appears on a two-page editorial spread. On these pages are exciting and interest compelling photos taken on location while "To Hell and Back" was being produced.

•

"Blood Alley," the new Warner picture, gets a considerable lift in the September issue of "Pageant." This is due to a ten-page pictorial story of Warner's new Swedish born starlet, Anita Eckberg, who plays a featured role in "Blood Alley," co-starring John Wayne and Lauren Bacall.

•

"Woman's Home Companion's" September issue will have a condensation of Han Suyin's best-seller, "Love Is a Many Splendored Thing." It will be illustrated with photos from the Buddy Adler production and will fully credit the attraction filmed in Hong Kong. "Love Is a many Spendored Thing" stars William Holden and Jennifer Jones and starts its New York run tomorrow at the Roxy.

•

"American Weekly's" Aug. 14 issue had a profile story of Jack Lemmon, star of "My Sister Eileen," and "It Happened One Night." Two photos, one of them of his family in color, illustrate the article on the Columbia star.

•

"To Catch A Thief" is given a substantial plug in the current issue of "Look" in the background story of Cary Grant. The newest Hitchcock picture is prominently mentioned in the story. In addition, there is a photo of Grant and Grace Kelly taken on the set of the Paramount picture. The photo, in addition to filling a full page, bleeds over on the adjoining page.

•

Florence Somers of "Redbook," in reviewing "The Man from Laramie" in the August issue reports, "It is expectional because of the intelligent use of CinemaScope in photographing colorful scenery."

•

Ed Miller, motion picture editor of "Seventeen," wrote laudatory reviews of "You're Never Too Young," "The Great Adventure," and "To Hell and Back" for the August issue.

•

Sophia Loren, the Italian star, graces the cover of the Aug. 15 issue of "Newsweek." She is starred in I.F.E.'s "Neopolitan Carousel," which is being readied for release. Sophia plays "Aida" in the picture of the same name now in release. "Newsweek" has devoted four pages in the issue on which she is cover girl, to a personality story of the new star.

•

"The Kentuckian" has been selected for the Special Merit Award by "Parent's" magazine for September.

WALTER HAAS

Todd-AO

(Continued from page 1)

seams" and "CinemaScope ceiling-high." It also reported that temporary projectors were in use, until Philips of Holland could construct new ones to American Optical Co. specifications, and it gave the screen dimensions: 51 feet wide, 25 feet high, curved back to 13 feet center depth.

These dimensions are unchanged today, and evoked equivalent comments as to visual effect, but something new was added. There was comment like, "I kept looking down to where the orchestra pit should be, to see how many musicians it took to produce that magnificent accompaniment," in telling tribute to the six-channel orthosonic sound tracks that carried whispers as clearly as thunderstorms, asides as clearly as oral renditions.

Sound Called Best

To all good things that have been said about the Toll-AO system, now may be added the fact that its sound system is second to none known in existence. Todd-AO statistics are unchanged. The film still is 70mm. wide, coming down to the image area after allowing for six tracks, and still pulls down 30 frames per second instead of 24. Projectors are declared to be convertible to all sizes of film and other extra-dimensional systems in a few seconds.

Reviews of "Oklahoma" are not to be published until the world premiere date, which is Oct. 11, at the New York Rivoli Theatre, and Oct. 19 at the Egyptian, Hollywood. The Egyptian screen will be 60 feet wide.

A policy announcement by the Magna Theatre Corp. says that other key city openings will follow immediately, with 50 cities expected to have the film running within a year here and abroad. The film will be distributed on a roadshow basis, with two or three performances daily, and with an intermission interrupting the two-and-a-half-hour running time.

Oklahoma's governor, Raymond Gary, opened today's first screening.

Reade Welcomes

(Continued from page 1)

shortly to map a course of action for the proposed meetings with the film companies.

The TOA executive, asked if a formal invitation would be issued by TOA for Allied participation in the proposed meetings despite the dissolution of the Allied sub-committee and that exhibitor organization's plan to seek governmental regulation, stated that "national Allied would be welcome to join us, but we will not issue an invitation to do so."

Reade said that promises made by the distributors to the joint exhibition group at the May-June meetings were becoming realities as "we are constantly getting encouraging reports from the field on conditions." He did not clarify what "encouraging reports" were nor would he amplify his statement.

CEA Delegate

(Continued from page 1)

meeting here today of Herman Levy, TOA general counsel, with CEA officials. It is understood that George Singleton, prominent Scottish exhibitor and CEA member, will be accredited to the TOA convention as CEA's representative.

Television--Radio

with Pinky Herman

NBC-TV will present a new series next season, "The Jazz Age," created by Henry (Victory at Sea) Salomon who will also produce the shows. Compiled from over 100 different film sources, both private and governmental, the filmed series was scripted by Salomon in collaboration with Richard Hanser, was scored and conducted by Robert Russell Bennett (with popular songs of the time prominently themed) will be narrated by Fred Allen. . . . We'd been hearing a great deal of late about the modern and up-to-the-minute visual-audio equipment and studios which Empire Broadcasting Co. had placed at the disposal of advertising agency execs and producers for experimental and production purposes. We therefore went a-visiting yesterday at their Lexington Ave. quarters and came away with the distinct feeling that Empire Production Co. (a subsidiary) is fully equipped to provide clients with facilities to broaden their concepts and more effectively translate their product messages, either in b & w or color, via a pre-tested, inexpensive and highly imaginative product because of the utilization of a new technique for live and filmed programs.



Pinky Herman

☆ ☆ ☆

Margaret O'Brien, former child star who makes her grown-up debut in the forthcoming RKO Superscope-Technicolor flicker, "Glory," a story of the Kentucky Derby, arrives in Gotham tomorrow for a three-week fling at press and magazine interviews and radio and TV appearances to plug the pic. . . . "Doc" Morris, account exec at WAAT and active in radio and TV for many years, moves to Worcester, Mass., as station manager of WORC. . . . The Selwyn Rausch's (he's merchandising head of Terrytoons, producers of Barker Bill's Cartoon CBShow) expect a third visit from Sir Stork. . . . Elan-Porter Productions, via a special tie-up with Kelvinator, have arranged to show the culinary artistry featured on their teleseries "What's Cooking'? utilizing a Kelvinator electric range and Komplete Kelvinator Kitchen.

☆ ☆ ☆

The vivacious and curvacious Meg Myles, starred in the forthcoming Allied Artists film, "The Phenix City Story," in town with manager Red Doff and songwriter Harold Spina for a whirlwind series of visits to deejays who'll introduce the MEGnificent personality to local radio and TViewers. The picture is skedded for a preem at Loew's State early next month. . . . Current issue of "Herald Tribune's" TV and radio mag carries the result of a teenager poll in New York's five boroughs and the amazing fact (not to us) shows that their favorite radio programs are 1—baseball, 2—Mr. Keen: 3—Lux Radio Theatre: 4—Amos 'n' Andy: 5—Dragnet.

TOA Unit Plans

(Continued from page 1)

derway with the arrival of George Gaughan, field representative for Theatre Owners of America, who will supervise and coordinate all activities for New Jersey TOA, Miller stated. Gaughan, who is currently enlisting members for national TOA among Texas exhibitors, will contact all theatremen throughout New Jersey, Miller said. The president of New Jersey TOA did not say whether or not an attempt would be made to lure members of Allied Theatre Owners of New Jersey into the TOA fold.

The membership of TOA of New Jersey adopted a resolution endorsing the Council of Motion Picture Organizations Audience Awards Poll and urged all exhibitors to support the campaign. National director Walter Reade Jr., presented a confidential report on the recent TOA-Allied meetings with distribution heads.

Paramount Signs

(Continued from page 1)

covering publicists at the Paramount home offices and provides substantial wage increases, severance pay and job protection clauses, Moss said.

He added that H-63 has been in touch with field representatives of other companies with the prospect of their affiliation with the local union. At present, all field publicity representatives working out of the New York offices of Columbia, United Artists, Universal-International, 20th Century-Fox and Warner Brothers are covered by contracts with the Screen Publicists Guild (District 65).

It was reported yesterday that the board of directors of the SPG will meet tonight to discuss the H-63 movement.

H-63 has also signed agreements with Pathe Laboratories and Precision Laboratories for a contract covering their home office employees.

Industry Fair

(Continued from page 1)

tion would be sought. The possibility staging the affair annually will be explored further by TOA and TESMA.

Walter Reade, Jr., TOA board chairman, who proposed the fair, was said to already have had exploratory talks with Jerry Pickman, vice-president in charge of advertising, publicity and exploitation for Paramount Pictures, and Howard Dietz, vice-president in charge of advertising, publicity and exploitation for Loew's. Both Pickman and Dietz were said to be "enthusiastic" about the idea.

The board of directors of both TESMA and TOA must approve the proposal, it was pointed out, although there appears to be no hitch to such approval, according to the TESMA statement.

The Council of Motion Picture Organizations, according to TESMA, would be approached for its participation.

Commander Wead Film

M-G-M will film the life of the late Commander Frank "Spig" Wead, U. S. N., under the title of "The Wings of the Eagle." The late Commander Wead, besides his important role in naval affairs, also wrote the scripts of such pictures as "Ceiling Zero" and "Hell Below."

The significant developments in television and their meaning . . .

Every Monday in

Television Today

Right at the start of the week—through an interpretive new style of trade paper journalism — this concise report of the significant news and events keeps you posted quickly and easily.

Television Today

Published every Monday in conjunction with *Motion Picture Daily*

THE HOTTEST FROM HOLLYWOOD



The series of ads about wonderful M-G-M entertainment to come has electrified the trade. We've already told you about "It's Always Fair Weather," "The Bar Sinister," "Trial," "Quentin Durward," "I'll Cry Tomorrow," "The Tender Trap," "Kismet," "Diane" and "The Last Hunt." Four more Big Ones are listed below. But the end is not yet. The M-G-M Studios are humming with other Giant Attractions.



"FOREVER DARLING"

(COLOR)

Lucille Ball and Desi Arnaz, plus James Mason, have made a box-office comedy sensation to top "Long, Long Trailer."

☆

Zanra Productions Inc. presents • Lucille Ball • Desi Arnaz James Mason in "FOREVER DARLING" • co-starring Louis Calhern • with John Emery • John Hoyt • Natalie Schafer • Written by Helen Deutsch • Photographed in Eastman Color • Directed by Alexander Hall • Produced by Desi Arnaz • Filmed in Hollywood by Desilu • Distributed by M-G-M



"FEARFUL DECISION"

(COLOR)

A sensation on TV, the story of a kidnapping will be one of the top thrill pictures of the year. Starring Glenn Ford following his acclaimed performances in "BLACKBOARD JUNGLE" and "INTERRUPTED MELODY."

☆

M-G-M prescnts "FEARFUL DECISION" starring Glenn Ford Written by Cyril Hume and Richard Maibaum • Produced by Nicholas Nayfack



"BHOWANI JUNCTION"

(In CINEMASCOPE and COLOR)

Ava Gardner, as the Anglo-Indian beauty involved in three loves, is magnificent in this drama of intrigue, revolt, unbridled passion filmed in far-off Pakistan.

☆

M-G-M presents in CinemaScope • "BHOWANI JUNCTION" starring Ava Gardner • Stewart Granger • with William Travers Abraham Sofaer • Screen Play by Sonya Levien and Ivan Moffat Based on the novel by John Masters • Photographed in Eastman Color • Directed by George Cukor • Produced by Pandro S. Berman



"MEET ME IN LAS VEGAS

(In CINEMASCOPE and COLOR)

The happy-go-lucky musical romance of a rancher and a dancer. He won't let her go because she brings him luck. Filmed in Las Vegas. Big promotional tie-up.

☆

M-G-M presents in CinemaScope • "MEET ME IN LAS VEGAS", starring Dan Dailey • Cyd Charisse • Liliane Montevecchi • with Oscar Karlweis • and Jim Backus • and Guest Stars; Lena Horne and Frankie Laine • Screen Play by Isobel Lennart • Photographed in Eastman Color • Directed by Roy Rowland • Produced by Joe Pasternak

It's time to mail your Audience Awards nomination

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 34 NEW YORK, U. S. A., THURSDAY, AUGUST 18, 1955 TEN CENTS

Circuit Issue

Justice Dept. Safeguards on EFFG Buys Set

Would Bar Preferences To Divorced Circuits

By MURRAY HOROWITZ

Barring of preferential treatment is one of the major safeguards being insisted upon by the Department of Justice before allowing the participation of divorced circuits in Exhibitors Film Financial Group, Inc., it was learned yesterday from a Department of Justice official.

The Justice Department attitude was explored in light of the stepped-up effort by Theatre Owners of America to rally support for its sponsored plan to finance additional production through EFFG, a campaign which will be highlighted by a major EFFG meeting in October in Los Angeles, prior to the TOA annual convention there.

The Justice Department official, asked to spell out the safeguards

(*Continued on page 6*)

UK Unions Ask 15% Increase

By PETER BURNUP

LONDON, Aug. 17. — A 15 per cent increase in wages of all studio employees here is understood to be one of the principal demands of the unions as they prepare to meet with officials of the British Film Producers Assn.

Producers are said to be willing to concede a 10 per cent wage increase only.

Negotiations scheduled to get under

(*Continued on page 6*)

Toll-TV Fight Takes Precedence: Jones

A continued fight against subscription television is more important to exhibitors now than the COMPO Audience Awards poll and dues campaign, according to Leo T. Jones, independent exhibitor from Upper Sandusky, Ohio, and a member of the Allied States Association caravan committee.

Jones, who is currently vacationing

(*Continued on page 6*)

See Reorganization Pending

Odlum's Plans for RKO Pictures Said to Await His Return to U. S.

Atlas Corporation's plans for the reorganization of RKO Pictures is expected to be put before the RKO Pictures board of directors following the return here from Europe of Floyd Odlum, Atlas president, in September, it was learned here yesterday.

In the interim, according to a source close to Odlum, no further development in the RKO Pictures situation is slated, unless the unexpected happens, such as a Howard Hughes' flying trip to meet Odlum in Europe. Currently, the Atlas president is in Geneva, Switzerland, attending the Geneva conference on atomic energy. He is expected to stop over in Paris and London before returning to the U. S. His Atlas Corp. is heavily interested in uranium sources.

Announcement of Odlum's plans to reorganize the presently-inactive RKO Pictures Co., in which Atlas holds a principal stock interest, was made to RKO Pictures stockholders at the company's annual meeting early this

(*Continued on page 2*)

Audience Poll Open To Non-Payers of Compo Dues: Coyne

All theatres, regardless of whether they pay dues to COMPO, are eligible to participate in the Audience Awards campaign, it was emphasized yesterday by Robert W. Coyne, Compo special counsel.

Coyne explained that he had learned that some exhibitors who wanted to take part in the Audience Awards promotion had been hesitant because they had not paid dues to Compo.

"We want every theatre in the country," Coyne said, "to take part in the Audience Awards campaign. It is open to all. As a matter of

(*Continued on page 6*)

Lowell Calvert Dies Following Operation

Lowell V. Calvert, veteran sales executive who entered the motion picture industry in 1907, died Tuesday night following an operation. He is survived by his widow, Edith, and a daughter, Audrey. The body is resting at the McGrath Funeral Home in Bronxville and funeral services are expected to be held Friday or Saturday.

Calvert, who most recently was

(*Continued on page 2*)

$2.2 Millions to Chaplin from Film

The United Artists release, "Limelight," which has grossed an estimated $4,500,000 in the foreign market in free and frozen currencies thus far, has returned in net producer shares to Charles Chaplin, producer and star, some $2,200,000 in free currencies, according to a UA official.

Chaplin, a former part owner of the distribution company, produced "Limelight" in 1952 in England under a 75-25 agreement with UA, it was stated.

The net producer shares of $2,200,000, which UA has turned over to

(*Continued on page 6*)

Along SW-Cinerama Lines

See Pattern for Upcoming NT, Gov't Talks on Cine-Miracle

From THE DAILY Bureau

WASHINGTON, Aug. 17.—The Justice Department-approved Stanley Warner-Cinerama deal should serve as the precedent in formulating policy regarding the announced National Theatres production plans for Cine-Miracle, it was indicated by a Justice Department spokesman today.

The Justice spokesman was queried in the wake of the joint announcement, calling for the production of five feature films in the Cine-Miracle process by Louis de Rochemont, made by NT president Elmer Rhoden and de Rochemont in Hollywood. Both circuits, SW and NT, are restricted in their activities by the terms of their respective Federal consent decrees.

The Justice spokesman acknowledged that talks with NT officials al-

(*Continued on page 6*)

Scans Company

O'Shea Plans No Changes in RKO Set-up

Lawyers 'Evaluating' Library for TV Market

By LESTER DINOFF

On the basis of what has been seen and learned about RKO Radio Pictures, Inc., since General Teleradio assumed control of the company, "no changes are contemplated" in administration, organization and policies of the production-distribution firm, Daniel T. O'Shea, new RKO Radio president, declared here yesterday.

C'Shea, who was named to the RKO Radio presidency by chairman of the board Thomas F. O'Neil on Aug. 1, confirmed reports that GT officials and lawyers were looking at the RKO Radio film vaults, with an eye to releasing some motion pictures to television.

Dwight Martin, GT vice-president in charge of the film division, declared yesterday that company officials expect to complete the job of "evaluat-

(*Continued on page 2*)

Govt. Shelves Ind. Pool Suit

Special to THE DAILY

INDIANAPOLIS, Aug. 17. — The government anti-trust suit against the Fourth Avenue Amusement Co. of Louisville and the Alliance Theatre of Chicago, growing out of a pooling operation at Terre Haute, Ind., was called off by Judge William E. Steckler in Federal Court here today as the trial was about to begin. The

(*Continued on page 6*)

WCBS-TV Gets 13 More Theatre Films

Thirteen new-to-television motion pictures have been acquired by WCBS-TV from Hollywood Television Service, Inc., for presentation during the 1955-56 TV season, it was announced by William C. Lacey, manager of the station's film department. The films, available to WCBS-TV on Jan. 1, increase the station's library

(*Continued on page 6*)

PERSONAL MENTION

MERVYN LEROY will arrive in New York today from Hollywood.

•

HOWARD BRANDY, of the advertising staff of Quigley Publications, has announced his engagement to BRANDEE KASE, New York model.

•

IRVING H. LUDWIG, Buena Vista domestic sales manager, returned to New York yesterday from New England.

•

EDWARD KINGSLEY, head of Kingsley International, foreign film distributor, will leave New York tomorrow for Italy.

•

HERMAN RIPPS, field assistant to JOHN P. BYRNE, M-G-M Eastern sales manager, will return to New York from Boston tomorrow.

•

R. EDWARD WARN, Westrex Corp. vice-president, has returned to New York following a round-the-world trip to company offices.

•

EARL WINGART, 20th Century-Fox merchandising manager, has returned to New York following a two-week vacation.

•

GARY COOPER arrived here yesterday from the Coast via TWA Ambassador.

•

MARION BRASH, actress, left here yesterday for Bermuda via B.O.A.C. Bermudian.

Odlum Plans

(Continued from page 1)

month. Odlum, at the time, acknowledging his interest in acquiring the inactive, former parent company of RKO Radio Pictures, expressed the hope that he would be able to outline his plans to put RKO Pictures into some new business venture "in the near future."

The company's sole assets consist of about $17,000,000 cash. However, it has a tax loss carry-over of about $25,000,000, which makes its contemplated reactivation advantageous.

Atlas holds approximately 1,000,000 shares, while Hughes' holdings are 1,217,000 shares, with the public holding approximately 450,000 shares.

Lowell Calvert Dies

(Continued from page 1)

affiliated with Howard Hughes Productions, entered the industry in 1907 with the Essanay Co. in Chicago. Among his many positions through the years he was general manager of Finklestein and Ruben Theatres in Minneapolis, general manager in charge of production of Educational Pictures, in charge of recording operations for RCA Photophone, sales manager of Exhibitors Screen Service, general sales manager of Gaumont-British of America, in charge of sales and distribution for Pioneer Pictures, Selznick International and Capra Productions and sales manager for Hunt Stromberg Productions.

RKO Operation Unchanged

(Continued from page 1)

ing and categorizing" the RKO Radio film vault "within two weeks to a month" so that "some idea would be had as to what product is available to TV."

Martin said that the lawyers have been delving into the corporate books of RKO Radio Pictures and into production contracts to definitely check on the films the company has the right to offer to television.

'Much to Learn,' Says O'Shea

O'Shea, commenting on the future of RKO Radio, said yesterday that he still has much to learn about the company. "The pressure of the business here at hand has been so great that I have had to delay a scheduled trip to the studios in California," the RKO Radio president stated. He said that from what he has seen and learned about RKO Radio operations since he took over the presidency from James R. Grainger, who continues as head of distribution, "no changes are contemplated."

At the first press conference held by O'Neil following the purchase of RKO Radio from Howard Hughes for $25,000,000, the president of General Teleradio and board chairman of the film company, brought out some of his plans and policies concerning the future plans and policies of RKO Radio.

O'Neil declared that his first aim is to re-establish RKO Radio as a major producer and distributor of theatrical films and that no liquidation of the company is contemplated. He said that the disposal of the RKO film library to television, if and when decided upon, would be on a conservative basis with due regard for the reissue value of each theatrical film.

Theatrical Activity First

The GT executive readily admitted at the July press conference that the primary interest in acquiring RKO Radio was the release of the film library to TV. He said that after closer familiarization with the motion picture industry, he saw no reason why the film company could not be made to show substantial profits. That objective comes first and whatever films-for-television activities RKO Radio may engage in at some future date is definitely secondary to theatrical film production and distribution, O'Neil said.

GT vice-president Martin said yesterday that the first group of motion pictures in the RKO library is expected to be made available for TV distribution this fall.

Miss Hale, Shriner For SDG Production

HOLLYWOOD, Aug. 17. — Leo McCarey has selected Barbara Hale and Herb Shriner as co-stars for "Meet the Governor," the first Screen Directors Guild Playhouse program, which will launch the Eastman Kodak TV series. The film rolls next week at the Roach Studios, and will be followed by SDG's "Day Is Done," starring Rory Calhoun and Bobby Driscoll, which Frank Borzage will direct.

First 'Scope Film in U.K. to Bow Aug. 25

LONDON, Aug. 17. — The first British CinemaScope production, Sir Alexander Korda's "The Deep Blue Sea," starring Vivian Leigh and Kenneth More, will have its world premiere at the Carlton Theatre here Aug. 25, before high government figures, stars and dignitaries. The London Films production is being released by 20th Century-Fox.

Ups Theatre Ad Rates

AKRON, O., Aug. 15. — The "Akron Beacon Journal" has advanced its amusement advertising rates approximately eight per cent, from $3.22 per inch to $3.50 per inch.

'Knife' Added to U.S. Entries at Venice

"The Big Knife," a United Artists' release, has been accepted as an entry at the Venice Film Festival, and has been designated as representation for the Society of Independent Motion Picture Producers.

UA's "Kentuckian" and Paramount Pictures - Alfred Hitchcock's "To Catch a Thief" were accepted as entries earlier in the Festival, which will open Aug. 25.

Postpone Production On 'Charles Russell'

HOLLYWOOD, Aug. 17.—Universal International has announced the postponement of production on "Charles Russell" until 1956 due to the probability that winter will come early in the Rocky Mountain region, where the Audie Murphy vehicle will be filmed.

Harrison in Venice

Edward Harrison, importer of foreign films, is attending the Venice Film Festival in Italy as the official representative of the Independent Motion Picture Distributors Association, the IMPDA announced here yesterday.

Audience Awards Meet

CLEVELAND, Aug. 15.—A general meeting of the Cleveland Motion Picture Exhibitors Association has been called for Friday, to inform members about the Audience Awards poll of the Council of Motion Picture Organizations.

. . . NEWS ROUNDUP

Elmart Shuts Buffalo Office

Elmart Theatres, Inc., has closed its offices in the Walbridge Building, Buffalo, and it is understood that all the theatres controlled by this company have been either sold or leased to other operators. Elmer F. Lux was president of Elmart, which was termed an "instrumentality" of the Schine circuit in the recent Schine trial. Lux, a defendant, was acquitted at the close of the Government's direct case.

■

Cole Aids Rayburn Fund

Col. H. A. Cole, chairman of the board of Texas Allied Theatre Owners, has donated $1,000 to the Sam Rayburn Memorial Library Fund.

■

WB Trailer for Foundation

The Warner Brothers trailer department in Hollywood has completed and shipped five 35mm trailers, suitable for either theatre or television showing for the Arthritis and Rheumatism Foundation of New York.

■

Italian Festival in Denver

Fox Intermountain Theatres, Denver, in cooperation with local business houses, will stage an Italian Film Festival from Sept. 18-26, with the Alladin and Esquire theatres showing Italian films exclusively during that time.

■

Church Buys Conn. Theatre

The Colonial Theatre, of Bridgeport, Conn., has been sold to the Holy Tabernacle Church of that city for $35,000.

■

New Haven Booking Switch

Columbia Pictures has opened "Prize of Gold" day and date at the Howard, Lawrence, Whitney and Westville, suburban New Haven theatres, and the Post and the Bowl drive-in theatres, also in the New Haven suburbs, ahead of downtown New Haven.



MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second-class matter Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10¢.

PEOPLE

L. J. Patton, Eastern division manager of Altec Service Corp., is celebrating his 25th wedding anniversary with **Mrs. Patton** by visiting the West Coast and his home town of Newton, Kan.

¤

A. J. Barone has been named manager of the Star Theatre, Hartford, a unit of Community Amusement Corp.

¤

Edwin F. Prizer has been named sales manager of Exploitation Productions, Inc.

¤

Leonard Steffens, Columbia Pictures salesman, was married to **Marjory Mauruss** in St. Boniface Church, Cleveland.

¤

Mrs. Marie Moore and **Mrs. Frances Farmer** of the Howco Exchange, Atlanta, were surprised with a stork shower at the exchange.

¤

Dick Goldsworthy is the new manager of the Rex Theatre, Eugene, Ore., an Evergreen unit.

¤

Charles Evans has been named manager of the Evergreen circuit theatres in Aberdeen and Hoquiam, Wash.

Mexican Theatres Set New Grossing Figure

Special to THE DAILY

MEXICO CITY, Aug. 15.—With exhibition's monthly business increasing, the city's treasury department reported that the gross for 134 theatres here during the first six months of 1955 totaled $5,009,875.

Local exhibitors declare while a new grossing mark for the period was set, theatres were left with little profit because of the high costs of operation, taxes and wages, aggravated by the recent 17 per cent hike in earnings. The city government reiterated its statement that it will be opposed to any increase in admission prices of public amusements.

'Pete Kelly's Blues' To Open Here Today

Warner Brothers' CinemaScope musical, "Pete Kelly's Blues," co-starring Jack Webb and Ella Fitzgerald, will begin its engagement here today at the Victoria Theatre, following a "Jazz Jamboree" in front of the theatre this afternoon. Webb and Miss Fitzgerald will have as guests at the opening many of the most prominent personalities in the world of dance music.

The opening will be covered by Warner Pathe newsreel cameras and three radio shows: "Luncheon at Sardi's" and "The Johnny Desmond Show," both on Mutual, and the "Freddie Robbins Show" on CBS.

Review

"Night Freight"

Allied Artists *Hollywood, Aug. 17*

DESPITE the uncertainty of its love interest, Steve Fisher's screenplay manages to find a foothold on the outcome of a long standing grudge between Forrest Tucker, partner in a short line railroad, and Thomas Gomez, a competitive truck line owner, who had once forced Tucker out of the trucking field.

Barbara Britton adds quality to the role of a cocktail waitress, who was ready to yield to marriage with Keith Larsen to better her lot in life and then finds herself falling in love with Larsen's brother, played by Tucker.

An interesting facet to the railroad background of the film is the introduction of a "piggyback" operation whereby huge produce trucks are loaded onto flatcars to prove a speedier and cheaper method of delivering perishables from the Modesto Valley farms to the Los Angeles market.

Gomez tries some dirty tricks to put Tucker's railroad out of business and nearly succeeds when Larsen, who is money hungry and at odds with his big brother because of Miss Britton's switch in affection, is enlisted to destroy the future possibilities of "piggyback." Larsen discovers that Michael Ross, another of Gomez' henchman, has planted a dynamite bomb by mistake on a munition train, and sets his mind to do something good for a change. He calls brother Tucker and tells him to clear the track of his cargo train and send out a general alarm to towns through which he may have to ride the munitions train to destruction. Tucker manages to climb aboard the fast-moving, ill-fated train in time to track down the dynamite and prevent a great disaster.

Jean Yarbrough directed and Ace Herman produced for William F. Broidy Productions.

Running time, 79 minutes. General audience classification. Release in August.

SAMUEL D. BERNS

Studio Pace Spurts; Start 11 New Films

From THE DAILY Bureau

HOLLYWOOD, Aug. 17.—An increase in production brought the overall shooting level up to 37 this week. Eleven new pictures were started and four others were completed.

Started were: "Calculated Risk," (Allied Artists); "The Uranium Story," (Columbia); "Summer Game," Canyon Films, Eastman Color, and "Around the World in 80 Days," Michael Todd Productions, Todd A-O (Independent); "Rains of Ranchipur," CinemaScope, color, and "Mohawk," Edward L. Alperson Productions, Eastman Color (20th Century-Fox); "The Killer Is Loose," Crown Productions and "Frontier Scout," Bel-Air Productions, De Luxe color (United Artists); "Law Man," Technicolor (Universal - International); "Good-bye, My Lady," Batjac Productions and "The Spirit of St. Louis," CinemaScope, Warner Color (Warner Bros.).

Five Completed

Completed were: "World Without End," CinemaScope, color (Allied Artists); "44 Soho Square," Film Locations Productions, and "1984," Holiday Productions (Columbia); "Six Gun Lady," Lyon & Bartlett Productions (Independent).

ABC Names Three To Publicity Posts

Bob Grebe, former publicity writer for the Mutual Broadcasting System, will assume the duties of trade news editor for American Broadcasting Co. on Sept. 15, Gene Accas, director of advertising, promotion and publicity for the broadcasting system, announced.

Other appointees to publicity posts at ABC are Lina Hoffman, publicity writer, and Bruce G. Pollock, on-the-air promotion trailer supervision, in Hollywood, both to become effective immediately.

'Girl Rush' to Bow In Waterbury Today

The world premiere of Paramount's "The Girl Rush," VistaVision feature in color by Technicolor, will be held this evening at the Stanley Warner State Theatre in Waterbury, Conn. A special car attached to the Bay State Special will leave the Grand Central Station this morning with newspaper, radio-TV and trade press representatives who will attend the ceremonies.

The day has been termed "Rosalind Russell Homecoming Day," in honor of Miss Russell, who stars in the film and who was born in Waterbury.

Full Day Program

The full day of festivities will open with the telecasting of the Dave Garroway "Today" show over the NBC-TV network from the "village green" of the New England city. Gloria De Haven, who co-stars with Miss Russell; Hugh Martin and Ralph Blane, who wrote eight songs for the picture, Fred Brisson, producer, and others will participate in the telecast of the Garroway show. All will be introduced from the stage of the theatre this evening prior to the start of the picture.

Another train with special cars occupied by representatives of New England newspapers will leave Boston this morning for the Waterbury homecoming and premiere.

U. S. in First TV Show in Indonesia

WASHINGTON, Aug. 17.—Hugh S. Cummings, Jr., U. S. Ambassador to Indonesia, will make the first television broadcast ever heard and seen in Indonesia tomorrow at the opening ceremonies of the Third International Trade Fair in Djakarta, the Department of Commerce announced today.

The ambassador's speech will be on a closed-circuit program demonstrating U. S. equipment, and will be picked up by 24 sets scattered around the fair grounds.

In Chicago Nov. 6

189 Booths Are Engaged for TESMA Show

One hundred and eighty-nine booths have been rented for the annual trade show of Theatre Equipment and Supply Manufacturers Association, to be held on Nov. 6 at the Morrison Hotel, Chicago, it was announced here yesterday by TESMA.

Other organizations participating in the renting of booths, it was stated, include Allied States Association of Motion Picture Exhibitors, Theatre Equipment Dealers Association and the International Popcorn Association, all of which are cooperating in the venture.

Important events to be featured at the trade show, it was announced, include the following:

A showing of Todd AO's "Oklahoma!" in a Chicago theatre to be fully equipped for the showing prior to next November. Projection machines for the process will be shown in booths on the trade show floor.

A showing of the VistaVision double-frame projector by its manufacturer, Century Projector Corp., and a showing at the State Lake Theatre of one of Paramount's features projected in the horizontal process.

A wide-screen television projector that is said to be able to throw a 20-foot wide picture.

If it is possible to have such equipment ready in time for the trade show, Elmer Rhoden, National Theatres president, has declared that CineMiracle will be shown to conventioneers.

'Splendored,' 'Hell' Earn High Grosses

Twentieth Century-Fox's CinemaScope production of "Love Is a Many Splendored Thing," sharing the screen with "The Virgin Queen," was expected to gross a high $14,000 for yesterday's preview-day at the Roxy Theatre here, according to William J. Moclair, managing director.

Moclair's estimated gross, the highest on a preview day since the $20,000 "take" of "The Egyptian," is based on yesterday's 5 P. M. figure of $6,500.

In San Antonio, Universal's "To Hell and Back" took in almost $7,000 at the Majestic Theatre following the world premiere of the CinemaScope production yesterday.

67% Increase in U. S. TV Receivers

From THE DAILY Bureau

WASHINGTON, Aug. 17. — More than six times as many households had television sets in June, 1955, than in April, 1950, according to the Census Bureau today.

The Bureau conducted a June survey which showed that about 32,000,000, or 67 per cent of households enumerated, had one or more TV sets, compared to 5,000,000 households with sets, or 12 per cent of the total enumerated in April, 1950.

ROBERTS!



KELLY!



AND
NOW
McCONNELL!

Today's
three
great
box-office
names!!!!

RIGHT ON TOP OF THE MIGHTY MOP-UP WITH 'MISTER ROBERTS' AND 'PETE KELLY'S BLUES' COMES WARNERS' ZOOMING SEND-OFF FOR "THE McC

ALAN LA

WARNERCOLOR CINE

ALSO STARRING JAMES WHITMO

Music by Max Steiner • Produced by H

TRADE SHOWS
AUGUST 23rd

ALBANY
20th Century-Fox Screening Room
1052 Bway. • 12:30 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.

BOSTON
20th Century-Fox Screening Room
115 Bway. • 2:00 P.M.

BUFFALO
Motion Pict. Oper. Hall
498 Pearl St. • 8:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabosh Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th • 8:00 P.M.

CLEVELAND
20th Century-Fox Screening Room
2219 Poyne Ave. • 8:00 P.M.

DALLAS
20th Century-Fax Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Ogden Theatre
2:00 P.M.

DES MOINES
20th Century Screening Room
1300 High St. • 12:45 P.M.

DETROIT
Film Exchonge Screening Room
2310 Coss Ave. • 2:00 P.M.

INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:00 P.M.

KANSAS CITY
20th Century-Fox Scre
1720 Wyondotte St. •

LOS ANGELES
20th Century-Fox Scre
1620 W 20th St. •

MEMPHIS
Crosstown Theatre
400 North Clevelond



SMASH IN FIRST TWO DATES, FRISCO AND OAKLAND!

PROMOTION! Estimated 50 million people saw and heard full hour-and-half NBC telecast on Steve Allen's "Tonight" show... and on Jack Bailey's Old Gold "Truth or Consequences" show

(started Aug. 16 and will run for 4 successive weeks)

on NBC-TV and Radio

D JUNE ALLYSON

ONNELL STORY"

MASCOPE STEREOPHONIC SOUND

Screen Play by TED SHERDEMAN and SAM ROLFE

RY BLANKE Directed by GORDON DOUGLAS



The true and warming story of Capt. Joe McConnell, the 'Tiger in the Sky' who became America's first Triple Jet Ace - - and the beautiful bundle of courage called 'Butch', who became his wife.

om
M.
om
00 A.M.

MILWAUKEE
Worner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
20th Century-Fox Screening Room
1015 Currie Ave. North • 2:00 P.M.

NEW HAVEN
Worner Theatre Projection Room
70 College St. • 1:30 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 So. Liberty St. • 2:00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:15 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1:30 P.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:30 P.M.

PHILADELPHIA
Universal Screening Room
251 No. 13th St. • 2:00 P.M.

PITTSBURGH
RKO Screening Room
1815 Blvd. of Allies • 1:30 P.M.

PORTLAND
21st Ave. Theatre
616 N.W. 21st Ave. • 2:00 P.M.

SALT LAKE CITY
20th Century-Fox Screening Room
316 East 1st South • 1:00 P.M.

SAN FRANCISCO
Republic Screening Room
221 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Modern Theatre
2400 Third Ave. • 10:30 A.M.

ST. LOUIS
S'renco Screening Room
3143 Olive St. • 1:00 P.M.

WASHINGTON
Worner Theatre Screening Room
13th & E. Sts. N.W. • 10:30 A.M.

TENT TALK

Variety Club News

LAS VEGAS, Nev. — The sixth annual "Night of Stars," traditionally the most elaborate outdoor stage show in this community, will be held Sept. 9, it has been disclosed by Ernie Cragin, chief barker of local Tent No. 59.

As in the past, the production will be staged at Cashman Field.

△

CLEVELAND — The annual golf tournament of the Cleveland Variety Club will be held Sept. 9 at the Lake Forest Country Club. Chief barker Jack Silverthorne will be in charge of arrangements and he will be assisted by Danny Rosenthal and Leonard Greenberger.

△

HOUSTON—Variety Clubs International representative C. A. "Pappy" Dolson is in Houston to attend today's general meeting of the local tent.

△

WASHINGTON—The local Variety Club will kick off its Annual Welfare Awards drive on Saturday with a luncheon for the ladies who aid in raising funds each year, the club announced.

Since April, 1934, when the Washington Variety Club was founded, it has spent close to $475,000 in charitable contributions, with more than $45,000 spent last year.

UK Labor

(*Continued from page* 1)

way between BFPA and the unions today were adjourned for a second time, this time until next Tuesday. The unions involved include National Association of Theatrical and Kine Employes and the electricians.

Both sides claim it is unnecessary to refer their differences at the moment to their respective executive bodies. Nevertheless, it is considered significant that the unions may once again find their hands forced by factional action at the studio level. For example, the shop stewards at M-G-M's Elstree studio have served notice of a one day token strike there tomorrow.

Govt. Calls Off

(*Continued from page* 1)

long-pending case will be settled out of court, Judge Steckler announced. Terms will become known in 15 days, when attorneys are to file their final briefs.

The pooling of the Terre Haute interests, operated by Alliance, was dissolved several months ago with a view to settlement, but the understanding on film row here is that government attorneys then insisted on getting a court decree for the record. Judge Steckler a short while later scheduled a trial date.

The government had charged that the pool was against the public interest.

Toll-TV Fight First: Jones

(*Continued from page* 1)

with his family, declared here that "the fight against toll-TV takes precedence over any other industry matter."

Saying he spoke solely for himself, Jones declared that even though business at his four theatres has "been picking up of late," years ago "I made money from my theatres, now I make a living. I am not making money now, but holding my own."

The lure of television in Ohio has worn off on theatre patrons, Jones said, revealing that when all of the nine TV stations were operating simultaneously in his area, business dropped some 60 per cent. "Toll-TV, with its promises of top sporting events, first run films and other entertainment, will affect my box office as bad or worse than did the introduction of free television," he declared.

"Everyone in the industry should fight toll-TV and contribute to the fight," Jones said, "as toll-TV is an imminent threat to all of us."

Jones said that he was in favor of the COMPO Audience Awards poll, but that its support is secondary for his operations. The Ohio exhibitor leader said that many small theatres can not afford to buy product now which stars personalities, the theatres helped establish.

"Lower and fairer film rentals would help the small theatre owner much more these days than polls," he said, and asserted that some 150 small-grossing theatres in Ohio are currently closed and many other small theatres are operating on a part-time basis.

Audience Poll

(*Continued from page* 1)

fact, everything Compo does is aimed at benefiting all branches of the industry, and not just those who have given Compo their financial support."

A number of regional Allied States units have taken a stand against payment of dues to Compo in the collection now in progress. However, in almost every instance the same organizations have expressed support of or interest in the Audience Awards poll.

Ohio I.T.O. Indorses Audience Awards Poll

COLUMBUS, O., Aug. 17.—A bulletin of the ITO of Ohio calls the Compo Audience Awards campaign "an excellent thing," despite the fact the same organization was among the first to suggest to its members that they refrain from paying Compo dues, designed to help finance the campaign.

"It (Audience Awards poll) is not too good for drive-in theatres, except those which will be open in late November. But for conventional theatres this is an excellent business-builder and we urge every member to join in this campaign," the bulletin said.

Consolidated Circuit Joins Audience Awards

The Consolidated Theatres circuit, with 26 houses in North and South Carolina and Virginia, will participate in the Audience Awards campaign, Compo was advised yesterday by F. H. Beddingfield, executive vice-president.

Cine-Miracle

(*Continued from page* 1)

ready have been held, although he indicated that these talks were preliminary. The spokesman pointed out that the problem presented by NT engaging in production and exhibition of a new process results in time-consuming negotiations before anything can be finalized. He went on to say that no date has been set for further discussions at this point, although he expects future talks.

True, he continued, the Stanley Warner-Cinerama agreement with the government offers a precedent, adding that he feels sure that the NT officials are confident that they can work out something very similar.

EFFG Bid

(*Continued from page* 1)

sought by the government in regard to the question of divorced circuits investing in EFFG, replied that in one way or another, any preferential treatment to divorced circuits would have to be barred. He declined to particularize all the safeguards being insisted upon, explaining that although talks on EFFG have been held with exhibition leaders, they never reached the point of a definitive position.

Besides the preferential treatment question, the Justice Department indicated that the government has other "concerns" before giving the green-light to divorced circuit participation in EFFG, although he underlined the preferential treatment issue.

It is believed in trade quarters that while EFFG has garnered wide support in the field among individual theatremen and regional organizations, the investment in the venture to date has been relatively small, and unless major divorced circuits are allowed to participate, the plan may never get off the ground. It is generally believed this will receive early consideration at the meeting in Los Angeles.

WCBS-TV Acquires

(*Continued from page* 1)

for the forthcoming season to 93.

Films which are included in the package, which is said to represent an original production cost of $20,000,000 are: "Three Faces West," "Wyoming," "Earl Carroll's Vanities," "That's My Man," "Romance and Rhythm," "I, Jane Doe," "Wheel of Fortune," "The Flame," "Lady for a Night," "High and Happy," formerly "Hit Parade," "Lake Placid Serenade," "Lady from Louisiana," and "In Old California."

$2.2 Millions

(*Continued from page* 1)

Chaplin in free dollars, pounds and Swiss francs, does not include net producer shares in frozen currencies which UA has banked abroad, the offical stated.

UA foreign sales executives estimate that "Limelight" will reach a total gross billing in the foreign market of $4,900,000. The Chaplin production, which had only about 2,000 bookings in the domestic market, grossed about $730,000 on this side, the official said.

In the THEATRE EQUIPMENT and Refreshment WORLD . . .

. . . with RAY GALLO

THE Rowe Manufacturing Company, New York, has announced additions to its line of automatic vending machines. They include the coffee, hot chocolate, and soup vending units made by the Bert Mills Corporation, St. Charles, Ill., and ice cream vendors of the Fred Hebel Corporation, Addision, Ill. According to Rowe's president Robert Z. Greene, the move gives the company "a complete line of automatic food and drink vending equipment—which literally will dispense everything from soup to nuts."

•

"Excelenium" is the name of a new selenium rectifier just announced by National Theatre Supply. The three-phase unit is designed for use with angle or coaxial trim high-intensity arc lamps and is rated at 90 to 135 amperes. Its features include convenient output control, a heavy-duty ventilating fan, and moisture-proof plates.

•

New appointments made by the Radiant Manufacturing Corporation, Chicago, which makes projection screens and lenses include that of Wallace Bucher as sales promotion manager; George Baumann as advertising manager and Merrill Natker as assistant advertising manager.

•

The Lily-Tulip Cup Corporation, New York, has added a "Butter Popcorn Cup" to its line. The tall cup, in red and yellow colors is tapered at the bottom. Easy both to fill and to hold, it is a stock design immediately available from the company.

•

The Washington district office of Ampex Corp., manufacturer of magnetic tape recorders and theatre scund systems, has been moved to a new address at 8033 Thirteenth Street, Silver Spring, Md. George I. Long, Ampex president, reports the move to larger quarters was made necessary by expansion of district office activities and addition of personnel.

•

New in the candy department are three items announced by the D. L. Clark Co., Pittsburgh. They include "Coconut Frosted Creams," which have cream centers frosted with shreds of desiccated macaroon coconut; the "Zag Nut Package," miniature bars in a new overwrap; and the "Butter Cream Delites" package.

•

The Photographers' Association of America has cited two executives of the Eastman Kodak Co. for distinguished service to the field of professional photography. They are Dr. Cyril J. Staud, director of the Kodak Research Laboratories, and Ralph M. Evans, director of the Color Technology Division at Kodak Park.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 35 NEW YORK, U. S. A., FRIDAY, AUGUST 19, 1955 TEN CENTS

For Directors

Report TOA Drafts Trade 'White Paper'

Report on Distribution Meets May Set Policy

By LESTER DINOFF

An official "white paper" on the joint Theatre Owners of America-Allied States Association meetings with distribution during last May and June is in process of being prepared for presentation to the TOA board of directors at its meeting in October, it was reported here yesterday.



E. D. Martin

The report on the progress made in the conferences with the distributors is being readied by Walter Reade, Jr., chairman of the

(*Continued on page* 5)

TOA Meet to Talk Rentals

Trade practices and film rentals will be of prime importance at two forums — one on drive-in theatres and the other on conventional theatres—which will be conducted during the annual Theatre Owners of America convention, Oct. 6 through 9, at the Hotel Biltmore in Los Angeles, it was announced here yesterday by TOA.

The two forums will be held on Oct.

(*Continued on page* 5)

Lamont Backs Compo Tax Repeal Drive

Special to THE DAILY

ALBANY, Aug. 18.—Sam Pinanski's suggestion that a Compo drive to kill the remaining 10 per cent Federal admission tax is a sound one, in the opinion of Harry Lamont, president of Lamont Theatres and co-chairman of the current Compo dues collection campaign.

Lamont, who has publicly declared

(*Continued on page* 5)

Brandt Calls Para. Action 'Sincere'

Paramount Pictures' establishment of machinery designed to alleviate problems affecting exhibitors, particularly theatres on the borderline of continued operation, "is the first sincere step by a major company to keep the industry out of the muck and mud," Harry Brandt, president of the Independent Theatre Owners Association of New York stated yesterday.

Brandt said that Paramount's appointment of Charles Boasberg, veteran distribution executive, to head the Paramount unit was an excellent move. Boasberg's experience will be an important factor in the company's plan to help solve exhibitor problems, Brandt said.

Berger Says Para.'s Plan 'Falls Short'

Special to THE DAILY

MINNEAPOLIS, Aug. 18.—George Weltner's announcement of Paramount's plan to alleviate the problems of borderline theatres is "a step in the right direction," according to Benjamin N. Berger, president of North Central Allied and chairman of national Allied's Emergency Defense Committee, "but it falls far short of the independent exhibitors' de-

(*Continued on page* 5)

'Richard' Will Open At the Astor Here Following TV Bow

Plans for a Broadway theatre opening at the Astor here for "Richard, III," following its television debut, were disclosed yesterday by Ilya Lopert, president of Lopert Films, which has a half-interest in the film, with Sir Alexander Korda.

"Richard III," according to the $500,000 deal with NBC-TV, will have its American debut on television. Following the premiere TV showing, the picture will be offered to theatres, Lopert stated, adding that it will be an interesting experiment.

His present plans, Lopert said, are to roadshow the picture with the possibility that his organization may handle its distribution. If it goes over big at the Astor following its one-

(*Continued on page* 5)

Premiere Climaxes Russell Homecoming

Special to THE DAILY

WATERBURY, Conn., Aug. 18.—The world premiere of Frederick Brisson's VistaVision production for Paramount Pictures release of "The Girl Rush" at the Stanley Warner State Theatre here tonight climaxed a series of festive events which marked

(*Continued on page* 5)

Mull 'Tiffany' Handling

Paramount Explores Cinerama-Like Pre-Release 'Commandment' Policy

The possibility of a "Tiffany" pre-release policy for Cecil B. DeMille's "The Ten Commandments" along the lines established by Cinerama is being explored by Paramount Pictures distribution executives, it was learned here yesterday.



Cecil B. DeMille

Paramount's distribution organization is said to be confronted with the problem of how to achieve the $100,000,000 world-gross target figure set for the picture by Y. Frank Freeman, vice-president in charge of production. "Gone with the Wind," still wearing the mantle of the all-time top grosser, is now near the $50,000,000 mark.

The Cinerama exhibition policy, it is argued, points the way to one avenue of achieving maximum revenue over an extended period of time for an exceptional production. If Paramount would decide on a policy along Cinerama lines, it would make four-wall deals, taking over the necessary key-city houses, for "The Ten Commandments" engagement. The company, bound by the consent decree, would have to get a Department of Justice okay for such a step.

The thinking on distribution policy for the forthcoming DeMille produc-

(*Continued on page* 6)

Report Progress

Talks Lessen Chance of Rep. Proxy Contest

Smith Dissident Group Emphasizes Negotiation

By MURRAY HOROWITZ

The once-threatened Republic Pictures proxy fight appeared yesterday to have virtually disappeared, with a dissident stockholders' spokesman declaring that progress is being made through negotiations with the management group of president Herbert J. Yates.



H. J. Yates

The spokesman, while declining to flatly state that a proxy contest will not be held, did say that it will be to everyone's interest, referring to all stockholders, if the dissident Bernard Smith

(*Continued on page* 5)

Loew Hearing Date Aug. 29

From THE DAILY Bureau

WASHINGTON, Aug. 18.—The New York Statutory Court hearing on Loew's Theatres' bid for permission to acquire a new theatre in suburban Coral Gables, Fla., will be held on Aug. 29, according to the Department of Justice.

The hearing will be open for ap-

(*Continued on page* 5)

Allied Artists in Deal For 2 Outside Films

From THE DAILY Bureau

HOLLYWOOD, Aug. 18.—Allied Artists will distribute "Paris Follies of 1956" and "Wicked Wife," outside productions, under deals closed today.

The former is a musical in color, produced by Bernard Tabakan and directed by Leslie Goodwins under the title "Fresh from Paris," with Forrest

(*Continued on page* 5)

PERSONAL MENTION

HAROLD HECHT, president of Hecht-Lancaster Productions, returned to Hollywood yesterday from New York.

•

MARTY WOLF, sales manager of Altec Service Corp., will return to New York on Monday, marking completion of his vacation.

•

C. E. SUMMERS, sales representative in Memphis for National Theatre Supply Co., has returned there from Sea Island, Ga.

•

JOE FRIEDMAN, of the Warner Brothers home office field exploitation staff, has arrived in Milwaukee from New York.

•

W. O. WILLIAMSON, JR., Warner Brothers Southeastern district manager, has returned to Atlanta from Jacksonville.

•

FRANCES BOLTON, of National Screen Service, Cleveland, is convalescing at her home there following surgery.

•

JAMES L. CARTWRIGHT, supervisor of Florida State Theatres, Daytona Beach, has returned there from Knoxville, Tenn.

•

GORDON SCOTT will arrive in New York today from Africa, and will leave here immediately for Hollywood.

•

SHELLEY WINTERS and MARGARET O'BRIEN arrived here yesterday from Los Angeles via TWA Ambassador.

•

SID RECHETNIK, Warner Brothers publicist, will leave New York on Monday for a two-week vacation.

•

RUTH SCHANDORFF, of The Ettinger Co., Hollywood office, will leave there on Friday for Detroit.

•

WILLIAM T. POWELL, of Smith Management Co., Boston, has returned there from Hartford.

•

JACK H. LEVIN, president of Jack H. Levin Associates, is celebrating his birthday today.

•

HAROLD YOUNG, actor, will leave here for Bermuda today via B.O.A.C. Bermudian.

•

AL CHESTER, producer-director, will leave here today aboard the "Liberte" for France.

•

HUMPHREY BOGART has left New York for the Coast via TWA.

Private Funeral Rites For Lowell V. Calvert

Funeral services for Lowell V. Calvert, veteran industry executive, who died Tuesday evening following an operation, will be held tomorrow at the Fred H. McGrath & Son Funeral Home here. The services and interment will be private.

May Revive 'Current Release' Program

British Commercial TV Interests Start Wooing Picture Producers

From THE DAILY Bureau

LONDON, Aug. 18.—With informal talks—which it is hoped may lead to a revival of "Current Release" on BBC programs—proceeding tentatively and with the utmost caution on each side, both program contractors for commercial television in the London area have made their own approaches to the film trade.

Associated Rediffusion, which will run the Monday to Friday programs on the Independent Authority's London station, contemplates what it describes as "a lively discussion program" concerned with motion pictures. It has approached individual distributors seeking their cooperation in the provision of excerpts from selected films which would be used as talking points in the proposed discussion program.

'Film Magazine' Considered

The other contractor, Associated Broadcasting, responsible for London's weekend program also has in mind a "film magazine" and is understood to have sought the assistance of the major circuits in that regard.

In both cases the requests have been referred to Kinematograph Renters Society, as a preliminary to the whole industry arriving at a common policy agreement. The discussion between the various branches of the industry will be entered upon with many misgivings and certainly will be conducted with the utmost caution.

Questions, for example, of copyright will inevitably arise. Exhibitors, moreover, will want to know how long the excerpts from a given film might be; in other words, when does a "teaser" cease to become a plug and give away for nothing too much to TV's audience? They also are highly apprehensive of what might go on in that "lively discussion program." They would certainly never agree to extempore and unbridled criticism of their wares on TV screens.

See 3,000,000 to Start

Most likely outcome of the talks—certainly for the time being—will be a decision to pursue the negotiations with the BBC over the suggested revival of "Current Release." The viewing potential at the outset of the London Independent transmitter is very much among the imponderables. Results of a just conducted "test sample" poll are claimed to show that the transmitter will have an initial audience of 3,000,000. But the estimate is treated with considerable scepticism in many quarters. It is pointed out, for example, that the estimate was made on the results of a canvass of 1,000 householders only.

Cautious film executives hold to the view that the industry will be better off to trade with the BBC and be assured of nation-wide coverage and certainly of a far greater audience than the Independent London transmitter can presently offer it.

Fox Sets Sept. 21 Premiere for 'Hand'

Twentieth Century-Fox's CinemaScope production "The Left Hand of God" will have an invitational world premiere on Sept. 21, at the Roxy Theatre here, in a benefit performance for the Boys' Towns of Italy with Mrs. George P. Skouras to be chairman of a special benefit committee supervising the project, the company announced.

The charity opening will be attended by celebrities from all areas of the entertainment world.

Skouras in India On Far East Tour

Spyros P. Skouras, president of 20th Century-Fox, currently is visiting key cities of India on his trip through the Far East surveying the progress of CinemaScope and current film industry conditions throughout the area. He arrived in Bombay earlier this week from Rome and will be in Delhi and Calcutta during the next few days for meetings with government officials, theatre owners and local film producers.

Among topics of discussion are the filming of native pictures in the new entertainment media and phases of exhibition of CinemaScope productions.

10 SMPTE Sessions To Deal With Color

Ten or more technical sessions dealing with color materials in motion pictures and television will be presented at the 78th convention of the Society of Motion Picture and Television Engineers to be held at the Lake Placid Club, Essex County, N. Y., Oct. 3 to 7, it was announced by Glenn E. Matthews, program chairman.

A number of the technical symposiums, which will be conducted as panel discussions, will pertain to studio practice, projection and viewing, laboratory practice, TV practice, high speed photography and educational TV.

On Oct. 4, the annual awards session will be held. At that time winners of the Society's Progress, Sarnoff, Warner and Journal awards for 1955 will receive medals and citations.

In addition to Matthews, committee chairmen in charge of convention arrangements include: Donald E. Hyndman, local arrangements; J. C. Naughton, registration; Louis Feldman, hotel arrangements; William Hecht, projection; J. V. Leahy, public address and recording; Garland C. Misener, hospitality; John G. Stott, banquet and awards session; Reid H. Ray, entertainment; Joseph E. Aiken, membership; Oscar F. Neu, ladies; and W. T. Hanson, golf.

. . . NEWS ROUNDUP

Canada NFB Spending Rises

A Canadian government report discloses that budgetary expenditures for the National Film Board increased to $511,000 between Apr. 1 and June 30 this year, in contrast to $409,000 at the same time last year.

■

Georgia Theatre Sold

The Erin Theatre, Tennville, Ga., has been sold by W. B. Smith to T. J. Brett, owner of the Arcade Theatre, Sanderson, Ga.

■

Damage Great; Loot, $22

Burglars caused considerable damage, but stole only $22 when they broke into the Delaware Theatre, Stanley Warner art house in Albany, N. Y. Police, notified by John Brousseau, manager, have begun an investigation.

■

Atlanta Drive-in Opened

Storey Theatres of Atlanta recently opened its Glenwood Drive-in Theatre. Considered one of the finest in the Southeast, it will accommodate 1,000 cars and includes several new features, such as a device to maintain an exact focus on the 125-foot screen.

■

New Louisiana Service

The new Exhibitors Cooperative Service, Inc., with offices in the Moss Building, Lake Charles, La., has started operations, with Andy Bevelo, formerly with Theatres Service Co., in charge.

■

Canada Film Imports Rise

Canadian imports of films jumped to $4,562,000 in the first five months of 1955 in contrast to $3,465,000 in the corresponding period of 1954, the government reports. Such imports amounted to $802,000 in May against $801,000 in April, and $721,000 in May last year, the report adds.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"MISTER ROBERTS"
in CinemaScope and WarnerColor starring
Henry FONDA • James CAGNEY
William POWELL • Jack LEMMON
A WARNER BROS. PICTURE
and SPECTACULAR STAGE PRESENTATION

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second-class matter Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10¢.

Proudly marching ~~with~~ ahead of the greatest!

"TO HELL AND BACK"

BROKE EVERY OPENING DAY RECORD IN THE 26 YEAR HISTORY OF THE MAJESTIC THEATRE, SAN ANTONIO*

Universal International

Print by TECHNICOLOR

*with the exception of "The Robe" at advanced prices

Motion Picture Daily Feature Reviews

"Desert Sands"

Bel Air-United Artists

A CHAMPION is found in this Aubrey Schenck-Howard Koch Superscope production which deals with the Foreign Legion of France. Abundant in action presented in color by Technicolor, "Desert Sands" offers much in entertainment values and should secure well-deserved box office returns despite its lack of "names." Sharp camera work by Gordon Avil and Paul Dunlap's musical score add much to the action backgrounded quality of the film which is based on the novel, "Punitive Action."

Excitement is plentiful, with large numbers of Arabs and legionnaires engaging in combat to give the picture a better than average production value. Leslie Selander's direction got good response out of the young and old members of the French Legion, humorous by-play between J. Carrol Naish and Ron Randall, and a display of heroics by Ralph Meeker and John Smith. Keith Larsen, Marla English and John Carradine are well cast in spirited roles as leaders of an Arab uprising.

The screenplay by George George, George Slavin and Danny Arnold prefaces the main title opening with enough information action to let the audience know that Carradine master-minded the assassination of a Sheik, whose eight-year-old daughter and 15-year-old son are led to believe was committed by a group of legionnaires.

Fifteen years after we find a post of legionnaires preparing to receive replacements, when an attack by Arabs, led by the vengeful Larsen and his sister Miss English, is successful in taking over the legion's desert fortress. Larsen, learning of the replacements due to arrive, threatens the remaining legionnaires with death if they foul up his plan to massacre the troops.

Miss English, strongly attracted to legionnaire captain Meeker, learns that Carradine is actually responsible for her father's death and that Larsen was aware of this, but had delusions of becoming a great Arab leader. She gives Meeker an opportunity of saving his men and helping the new arrivals defeat her tribesmen.

Running time, 87 minutes. General classification. Release in September.

"Devil Goddess"

Columbia

SAM KATZMAN'S latest adventure presentation offers the characteristically convincing Johnny Weissmuller in a portrayal as a jungle hero who leads an expedition, consisting of Selmer Jackson, his daughter Angela Stevens, and others in the forbidden jungle domain of the fire-eating Kirundis tribe, in search of a missing scientist. The search for William M. Griffith, becomes interesting when renegade whites, headed by Ed Hinton, enter the scene looking for a fabulous buried treasure in sapphires.

Excitement flares when the natives unleash open warfare against the invaders, good and bad, but the ever-resourceful Weissmuller, aided and abetted by the educated chimpanzee, Kimba, has his hands full smashing the ruthless enemies. In a climactic development, he rescues Miss Stevens from the Kirundis, and as a volcano erupts, he dashes off with the safari and Griffith to safety.

Spencer G. Bennet's direction is standard for this type of Weissmuller action films. Admittedly, this is a tongue-in-cheek adventure, in the best old-fashioned interpretation of that traditional classification, but George Plympton's screenplay, based on a story by Dwight Babcock, wisely permits camera stress on the hero and his comic chimpanzee aide, which the younger elements in any audience, as well as the young in heart, will find entertaining.

Others in the cast are William Tannen, Abel M. Fernandez, Frank Lackteen, Vera M. Francis and George Berkeley.

Running time, 70 minutes. General classification. Release, not set.

"Court Martial"

Kingsley-International

COURT procedure is seldom pure theatre, contrary to popular belief. Like all theatre trials, this Teddy Baird production, "Court Martial," has its dull moments and getting the exposition nailed down takes quite some time before the tension rises. And even when the story is well along, there are some soft spots here and there. Admittedly a bit talky—and where can you find courtroom drama without much chatter?—this picture contains some of the best dramatic sequences in European imports this season.

David Niven, who has long proved his dramatic ability in front of the camera as well as on the stage, tops the cast of the British-product drama which has been adapted by screenwriter John Hunter from a London legitimate stage play entitled, "Carrington, V.C."

A few opening scenes establish the occasion for an accusation. From then on, the action occurs in and around a military court where Niven, a British Army major, conducts his own defense. But once the defense upsets the rhythm of the military's charge of fraud, once the major's wife comes to realize that her testimony may sway official opinion, this drama has some of the unforced inevitability of a tragedy. It is remarkably well planned and it is written and enacted compactly. Niven's talent for underplaying has never been so resolute, or cut so sharply into the veracity of a person.

There are some commendable supporting portrayals in the persons of Margaret Leighton, who plays the major's wife; Noelle Middleton, a woman Army officer who stands by Niven; Victor Maddern, as a loyal sergeant; Geoffrey Keen, president of the court; and Mark Dignam, as the prosecutor. The film was capably directed by Anthony Asquith.

Running time, 105 miuntes. General classification. Release in August.

"Spy Chasers"

Allied Artists

THE latest excursion of the Bowery Boys takes them into a never-never land, adhering strictly to formula. It is played solely for laughs with no attempt at logic or plausibility.

Bernard Gorcey is asked to serve as intermediary in a top-level political squabble emanating from the country of Truania. His brother, it develops, once served as a general on King Sig Ruman's staff. The King, to add to the tongue-in-cheek suspense, is now in exile on these shores, accompanied by daughter Lisa Davis.

Gorcey (Bernard, not Leo) is asked to await a message from Truania, which would mean recall for the exiled monarch. Meanwhile, dictator regime delegates Leon Askin and Veola Vonn appear on the scene, hoping to get Ruman back across the border and into the clutches of the ruling clan.

About here, Leo Gorcey, perennial kingpin of the roving Bowery lads, gets going into high gear, eventually learning the real identity of Askin and Vonn, and then proceeding, in customary push-and-pull-and-scowl Bowery fashion, to righten the situation, much to the chagrin of the imposters on the other side of the border.

Edward Bernds' direction is fast and flippant, giving the Bert Lawrence-Jerome S. Gottler screenplay just the proper touch. Production credit goes to Ben Schwalb.

Running time, 86 minutes. General classification.

"Apache Ambush"

Columbia

EVEN though all concerned try their best, this mixture poured from the standard formula of post-Civil War tensions, Indians, Mexican bandits, guns and cattle doesn't quite come off as the action is very sporadic even though the elements are there in abundance. The production manages to build up some suspense, however, with the most exciting sequence being a cattle stampede engineered by the heroes to beat off an Apache attack.

The picture is notable for the fact that Ray Corrigan and Tex Ritter, those stalwarts of the Western format, appear as villains, Corrigan as a war profiteering gun runner, and Ritter as his conniving partner. The love interest, never obtrusive, is supplied by Adelle August. Richard Jaeckel gives an intense, noteworthy performance as a hot-headed and unregenerate Rebel.

Bill Williams and Ray Teal, former Union Army men are ordered by President Lincoln to team with Don Harvey, ex-Confederate major, to run a cattle drive from Texas to Abilene, to prime the stream of trade between the North and South newly at peace. They do so after the standard obstacles, including Apaches on the war path, the treachery of Mexican bandits and the hot tempers of Texans who won't concede the War is over, are overcome.

Others in the film are Movita and Alex Montoya. The film was produced by Wallace MacDonald and directed by Fred F. Sears.

Running time, 68 minutes. General classification. Release in September.

Sculptor Sees Work Unveiled by Murphy

HOUSTON, Aug. 18. — Julian Bowes, Universal-International public relations man from Dallas, who is here in connection with the opening of "To Hell and Back," today saw Audie Murphy, star of the film, unveil a bust which Bowes had done of the actor.

By profession a sculptor and archeologist, Bowes has been a member of important archeological expeditions to Egypt, including the Boston-Harvard venture of 1925, and he has art in the Metropolitan Museum, New York, Hall of Philosophy at Columbia University, Museum of Natural Art, New York and the Manhattan City Hall.

Plan Atlanta Tea For WOMPI Officers

ATLANTA, Aug. 18.—The national officers of the Atlanta Club of the Women of the Motion Picture Industry (WOMPI) will be honored at a tea to be held on Sunday afternoon at the home of Mrs. Jackie Cowart here.

The national officers are: Mrs. Laura Kenny, recording secretary; Mrs. Nell Middleton, treasurer; and Mrs. Frankie English, regional director.

The monthly luncheon-meeting of the group will be held on Aug. 31 at the clubrooms of the Atlanta Variety Club with Mrs. Stella Poulnot, president, presiding.

PEOPLE

Edward Rosenbaum, of Philadelphia, and **Carleton Carpenter**, of New York, have been elected to membership in ASCAP. **Rosenbaum** is now retired after 55 years spent on the stage and in the film industry. He is a member of Motion Picture Pioneers, Motion Picture Associates and the Philadelphia Public Relations Association.

Carpenter, a native of Burlington, Vt., has appeared on the legitimate stage and in many films, including "Two Weeks with Love," "Fearless Fagan" and "Sky Full of Moon." He composed the music for **Louis de Rochemont's** "Lost Boundaries" and "Whistle at Eaton Falls."

□

Danny Deaver, chief barker of the Jacksonville Variety Club, has resigned as manager of the Normandy-Outdoor Theatre to become sales manager of the Phillips Kafka Photo Reproductions Co., a firm that specializes in picture blowups for theatres.

□

James Usted, formerly assistant manager of the Circle Theatre, Miami, has been transferred to a similar post at the Normandy Theatre, Miami Beach.

□

Barney Ross, formerly with M-G-M in Charlotte, has been named sales supervisor for Warner Brothers in Atlanta.

□

Alfred G. Swett has been transferred by Stanley Warner from management of the Ritz Theatre, Albany, N. Y., to the circuit's first run house in Norwich, Conn. **Earl Rooney**, assistant manager at the Strand Theatre, Albany, will take over **Swett's** position at the Ritz.

□

H. H. Everett, of Everett Theatre Enterprises, Charlotte, has been elected chairman of the executive committee of the Union National Bank in that city.

Berger Says

(*Continued from page* 1)

mands," he said in a statement here today.

"I am very happy that Weltner recognizes that problems exist for the small exhibitor," Berger said, "but his plan is still not the answer. Charles Boasberg is a very fair personality and there is no question that he understands the problems that confront us but there are thousands of cases to handle and he could not possibly give his full attention to all of them."

Berger reiterated what he declared was the joint Allied-TOA requirement: arbitration of film rentals on the local level for all theatres grossing under $1,000 per week. "The film companies are offering flat rentals to those houses, but what good are they if they are so high that they are practically percentage terms?" he asked.

Berger added that there was no hope that national Allied would accept the TOA invitation extended by Walter Reade to join with TOA in a new round of meetings with distributors.

Republic Proxy Contest

(*Continued from page* 1)

stockholders' group settles its differences with Yates without resorting to a costly proxy battle.

The group represented by Bernard Smith, Jr., a director, is on record as seeking an accounting of Republic operations, in addition to what it calls "broader representation on Republic's board of directors."

The Smith group, the spokesman went on to say, has learned unofficially that a separate Coast syndicate, expressing dissatisfaction with the Yates management, has bought approximately 200,000 shares of Republic common. The Smith spokesman, saying he did not know the identity of the Hollywood group, nevertheless welcomed them "if their program is consistent with the interests of all stockholders."

It is understood that the Smith group, not dissatisfied with the climb of the stock on the New York Stock Exchange, which showed an increase from 6½ last spring to the current quotation of 11, has adopted the quiet approach.

Republic's climb on the market was partially ascribed by the Smith spokesman to keen buyer interest again in Republic, with a good deal of confidence in the company's potential earning power.

Report TOA

(*Continued from page* 1)

board of TOA, and E. D. Martin, TOA president, it is said.

Initial drafts of the "white paper," which may recommend to the TOA board a future course of action in the exhibitor organization's dealings with the distributors, will shortly be circulated to TOA members who participated in the talks with the sales heads for approval, recommendations and suggestions.

The TOA delegation which worked closely with a sub-committee of Allied's Emergency Defense Committee in the May-June conferences consisted of Reade, Martin, Alfred Starr, Myron Blank, George Kerasotes and R. M. Kennedy.

In the meantime, it was learned here yesterday, Allied's EDC committee, which is chairmaned by Ben Berger of Minneapolis, will meet sometime in the near future to further investigate the feasibility of the Allied plan to seek Federal regulation of the industry. It had been reported earlier that Allied's EDC would meet during September. The national Allied annual convention will be held in Chicago, Nov. 6-9, one month after the annual TOA meet in Los Angeles, Oct. 6-9.

TOA Meet

(*Continued from page* 1)

8, with Horace Deming, president of Motion Picture Exhibitors of Florida, conducting the outdoor theatre seminar, and R. M. Kennedy, president of Alabama Theatres Association, conducting the "four-wall" forum.

TOA members and convention delegates attending these forums will hear experts and speakers on the various aspects of theatre operations, concessions, advertising and promotion. Detailed data on trade practices and film rentals for both types of theatres will be presented also by prominent exhibitor spokesmen, TOA said.

It was also announced here by TOA that Thornton Sargent of Fox West Coast Theatres has been named chairman of the convention liaison committee.

Loew Hearing

(*Continued from page* 1)

pearances by anybody wishing to favor or oppose the application.

The new theatre, now under construction, will seat 1,300 and will be called the Riviera. It will be leased to Loew's, who will probably try to get first-run films for the house, according to Justice.

Lamont Backs

(*Continued from page* 1)

that "Compo is solely responsible for the 1954 tax relief which kept many theatres in business and prevented a lot more from going out, said, "The best way exhibitors can help Compo in the effort to remove the remaining tax is to pay dues to the organization."

He said that "Without Compo, the industry would be in a bad way."

Lamont added that he believed the chance of wiping the impost off the statute books is pretty good. There will be an income tax reduction in 1956, a presidential election year, the local industry leader pointed out. Excise tax slashes also are scheduled. With an apparent stabilization of the world situation, a reduction in the expenditures for defense is probable, he stated.

Four Circuits to Join Compo Awards Plan

Four more circuits, with a total of 100 theatres, advised COMPO yesterday that they would participate in the national Audience Awards election and give it their fullest cooperation.

They are the District Theatres Corporation, with 21 houses in Baltimore, the District of Columbia and seven Virginia cities; the Century Circuit, with 35 theatres in Brooklyn, Queens and Nassau counties in New York; the Evergreen Circuit, with 22 theatres in 12 cities in the states of Oregon and Washington, and the F. H. Durkee Enterprises, with 22 theatres in the Baltimore area.

Russell Homecoming

(*Continued from page* 1)

"Rosalind Russell Homecoming Day" here.

Miss Russell, star of the picture, was joined in the day-long celebration by Gloria DeHaven, her co-star, her husband, Brisson, songwriters Hugh Martin and Ralph Blane, radio, television and trade press representatives from New York and New England, and the citizens of Waterbury, including Mayor Raymond E. Snyder and the local Chamber of Commerce.

Master of ceremonies at the film's premiere at the State Theatre was columnist Earl Wilson who introduced the celebrities to the audience. The NBC-TV network program, "Today," emceed by Dave Garroway, also took part in the festivities. Miss Russell also unveiled a bronze plaque on the facade of the theatre commemorating the homecoming and premiere.

McMaster Honored By Photographers

Special to THE DAILY

CHICAGO, Aug. 18.—Donald McMaster, vice-president and general manager of Eastman Kodak Company, tonight became an Honorary Master of Photography, the highest designation that can be bestowed by the Photographers' Association of America. The honor was conferred by the association at its convention banquet at the Conrad Hilton Hotel here.



Donald McMaster

The award was made by Walton Reeves of Atlanta, Georgia, chairman of the committee on honorary degrees. It is in recognition of service to photography and in exemplification of high ideals in the business world. McMaster has been associated with the Eastman Kodak Company for 38 years. He is a fellow of the Society of Motion Picture and Television Engineers.

'Richard'

(*Continued from page* 1)

shot TV premiere, probably in January or February of next year, Lopert expressed assurance that "we'll have every major distributor bidding" for the picture.

Lopert said he plans to leave here tomorrow for Paris en route to the Venice Film Festival where he will be awarded a medal as producer of "Summertime," which used Venice extensively as a background. Lopert estimated that the world gross of "Summertime," being released by United Artists, will be from $8,000,000 to $10,000,000.

He said he has not set concrete plans for his next production, although he is looking into a number of possible properties. Lopert, expressing enthusiasm for the marketing possibilities of pictures which stress the location, said he would like to do one with a New York setting if he gets the right property.

Queried as to his impressions abroad, Lopert, who spends a good deal of time in Europe, said he foresees a big crisis in Italian production, maintaining Italian producers have made too many pictures for their market. He put the figure at 150 for the year, saying that many were costly and "bad."

Allied Artists Deal

(*Continued from page* 1)

Tucker, Margaret and Barbara Whiting, Dick Wesson and Martha Hyer in the cast.

The latter is a drama produced by Phil C. Samuel and Bob McNaught as "Grand National Night," with Lloyd Corrigan, Frank Parker and The Sportsmen.

Opens Sunday

38 Nations' Films in Fete At Edinburgh

By PETER BURNUP

LONDON, Aug. 18.—Films from no fewer than 38 nations have been entered for this year's Edinburgh Festival which opens Sunday. That is taken as an indication of the increasing importance producers generally attach to the festival.

Features from the U. S. will include Elia Kazan's "East of Eden." There is a possibility also that Allied Artists' "The Phenix City Story" will be seen. So far, one print only of the picture has reached this country. Norton V. Ritchey at A-A International, when here recently, submitted the print to the Edinburgh authorities and is hopeful that it will be accepted.

UK Has 'Doctor' Sequel

In the feature department, Britain is relying principally on "Doctor at Sea"—a sequel to the successful "Doctor in the House"—now playing to big business on a pre-release run at the Leicester Square Odeon.

There is a strong representation from the U. S. S. R. including ballet sequences from the Moscow-made "Romeo and Juliet." New films by famous directors include Carl Dreyer's "The Word" (Denmark), Thorold Dickinson's "Hill 24 Doesn't Answer" (Israel) and Cluzot's "Les Diaboliques" (France).

Other nations submitting films include Argentina, Algeria, Austria, Belgium, Brazil, Czecho-Slovakia, French Morocco, Finland, Germany, Ireland, Italy, Malaya, Morocco, The Netherlands, Norway, Poland, Puerto Rico, Rumania, Spain, Sweden, Switzerland and Yugo-Slavia.

'Camille' to Be Seen

There will also be a special screening of Garbo's lately revived "Camille."

Douglas Fairbanks, Jr., will visit Edinburgh on Sept. 4 to present the 1955 Selznick Golden Laurel Award.

Name 'IA's' Moran To Mass. AFL Post

BOSTON, Aug. 18. — William Moran, business agent of the Fitchburg Local of the IATSE, was re-elected a vice-president of the Massachusetts AFL at the recent state convention. As the chief projectionist at the Fitchburg Theatre, he has been active in promoting theatre attendance in addresses before various locals of all crafts throughout central Massachusetts.

'Ulysses' in Strong Opening at Globe

Paramount's "Ulysses" was off to a strong start at the Globe Theatre on Broadway where, on opening day, Wednesday, it grossed a reported $7,915 for the day, highest for the house since "The Champion" in 1949.

The picture maintained the strong pace yesterday with a mid-afternoon gross indicating a $6,2000 to $6,500 total for the day.

HOLLYWOOD . . ON THE MARCH

BY SAMUEL D. BERNS

Hollywood, Aug. 18

OTTO PREMINGER borrowed Eleanor Parker from MGM for the starring role opposite Frank Sinatra in UA's "The Man with the Golden Arm." U-I borrowed Virginia Mayo from Warners to make "Congo Crossing." That's being neighborly with two cups of sugar.

☆ ☆ ☆

Danny Arnold is screen-writing "The Tender Kill" for Albert Cohen, while wife Joanne Gilbert is preparing for a dramatic opportunity to prove she's more than a singer.

☆ ☆ ☆

June Allyson, whom Dick Powell enjoys introducing as Jimmy Stewart's wife, signed for two films at U-I which she'll make after completing the musical version of "It Happened One Night" at Columbia.

☆ ☆ ☆

Bill Goetz liked screenwriter T. T. Flynn and director Tony Mann's teamwork on "Man from Laramie" that much he's willing to buy Flynn's "The Angry Man" if Tony says he'll do it.

☆ ☆ ☆

Dorothy Malone will gain in marquee importance with her co-star assignment opposite Jeff Chandler in U-I's "Pillars of the Sky."

☆ ☆ ☆

Woody Woodpecker celebrated his 15th birthday. The old bird has yet to lay an egg. Congratulations, Walter Lantz.

☆ ☆ ☆

Ross Hunter has been entrusted with Universal's high budget Technicolor musical, "The Unfinished Symphony," which Daniel Fuchs, who did such a beautiful job on "Love Me Or Leave Me" will adapt from a James Cain original about an American school teacher who falls in love with a continental symphony orchestra conductor.

☆ ☆ ☆

Batjac's in action at Goldwyn Studios with "Goodbye, My Lady," the James Street novel, reaching the screen under William Wellman's direction.

☆ ☆ ☆

Bruce Fowler, Fox West Coast's director of special activities, is taking breathing exercises to help wife Pearl blow out the candles on their 42nd anniversary wedding cake.

☆ ☆ ☆

With U-I making an outright purchase of "Hold Back Tomorrow," Hugo Haas will parlay his luck on another film to the envy of a lot of independents who make films without a release and then have trouble unloading.

☆ ☆ ☆

Bill Mellor, George Stevens cameraman on "Giant," found a wounded Oscar among the ruins of all his cinematography awards in the den part of his home, completely destroyed by fire.

☆ ☆ ☆

Tim Hovey, the new kid star at Universal, thanks to "The Private War of Major Benson," gets the prime spot in "Toy Tiger," story about a youngster who invents a make-believe father when his widowed mother puts him in a boys' school 'cause she can't take time out to care for him while conducting a successful advertising business.

☆ ☆ ☆

Bodde Screen's new manufacturing plant and offices are now located in San Fernando. Lotsa room for their new equipment program.

'Blues' Draws Crowds At Victoria Opening

A huge number of New Yorkers turned out yesterday afternoon to hail the nation's jazz greats at the special Jazz Matinee which highlighted the opening of Warner Brothers "Pete Kelly's Blues" at the Victoria Theatre.

A cavalcade of 1925 vintage automobiles, Stan Rubin's Tigertown Five, the Princeton jazz group, plus many show-business personalities were in attendance at the New York premiere, covered by three radio programs and Warner Pathe newsreel cameras.

'Hell' Sets Record; Booked by Capitol

U-I's CinemaScope and Technicolor production of "To Hell and Back" set a new opening day record at the Majestic Theatre in San Antonio on Wednesday with a gross of $7,225, the company reported here yesterday.

Charles J. Feldman, U-I vice-president and general sales manager, announced that "To Hell and Back" has been booked into the Capitol Theatre here to follow Columbia's "The Man from Laramie," which opens there on Aug. 30.

Para. Explores

(Continued from page 1)

tion is said not to have reached definitive stages and no overtures as yet have been made to the government, although some Paramount officials are of the opinion that their handling of "The Ten Commandments" would be similar to the Stanley Warner handling of Cinerama. Such a similarity, it is maintained, would be recognized by the government in case a Cinerama policy was adopted for the DeMille production, the cost of which is said to be nearing $10,000,000.

Meanwhile, it was learned that the production is not expected to be ready for release until probably the latter part of next year. Although shooting has been completed, there are a number of retakes yet to be made, in addition to editing the film.

Winnipeg, Wash., Cleve. in UA Lead

United Artists' Washington, Cleveland and Winnipeg branches have moved into first place in their respective groups in the company's Max E. Youngstein Drive, it was announced yesterday by William J. Heineman, vice-president in charge of distribution, and B. G. Kranze, general sales manager, who are serving as co-captains.

The Washington exchange is managed by Sidney Cooper; David Rosenthal heads the Cleveland branch and Abraham Feinstein leads the Winnipeg exchange.

Runner-up to Washington in the first group is the Philadelphia exchange, while the Chicago branch is in third place. In the second group, second place is held by the Denver exchange, with the Cincinnati branch holding third position. The Montreal branch is second in the third group, with the Calgary branch third.

U.S. Okays WB Use Of B-52 in 'Line'

HOLLYWOOD, Aug. 18. — The U. S. Department of Defense has approved Warner Brothers' plans to use the new giant B-52 jet planes in connection with its film tentatively titled "Slight Line Chief." The film, to be produced and written by Bierne Lay, Jr., will receive the personal attention of General Curtis E. LeMay, Commander of Strategic Air Command.

'Love' Sets Roxy Mark

An opening day gross of $14,500, the highest first day's mark at New York's Roxy Theatre in more than a year, was estimated yesterday for 20th Century-Fox's "Love Is a Many Splendored Thing" by William Moclair, managing director of the theatre.

Based on a 2 P. M. figure of $2,500, Moclair said the picture would outdistance such attractions as Irving Berlin's "There's No Business Like Show Business," "Soldier of Fortune," "A Man Called Peter" and "Daddy Long Legs."

'Roberts' Strong in Hub

BOSTON, Aug. 18.—"Mr. Roberts" has now entered its fifth week at the Metropolitan Theatre here. This is the first time a picture has played five weeks since 1953 when "How To Marry A Millionaire," the theatre's first CinemaScope production, was held for six weeks.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 36 — NEW YORK, U. S. A., MONDAY, AUGUST 22, 1955 — TEN CENTS

...use Proposals

...ov't Tax Plan ...eenExcluding ...lm Industry

...ntals and Production ...road Would Be Hit

From THE DAILY Bureau

...ASHINGTON, Aug. 21.—Motion ...res again appear to be excluded ...r the new Treasury Department ...mmendations for more favorable ...reatment on income from foreign ...ations by United States corpora... These Administration recom...lations have now been made ...ic by the House Ways and ...ns Committee.

...ovisions for such favorable tax (*Continued on page 2*)

...Neil, O'Shea ...et Johnston

...homas F. O'Neil, chairman of the ...d of RKO Radio Pictures, Inc., Daniel T. O'Shea, RKO Radio ...dent, met with Erie Johnston, president of the Motion Picture Association of American and Motion Picture Export Association for the first time at an informal luncheon on Friday at the Harvard Club here.



...Eric Johnston

Johnston, who left New York Friday night for the Near ... on a three-week mission as (*Continued on page 6*)

... 5 Majors Plan ...e Houston Office

Special to THE DAILY

...STON, Aug. 21.—According to ...ble reports here Friday, Warner ...ers, M-G-M, Paramount, Uni... Pictures and Allied Artists have ...ed an agreement to build a co...ative exchange which would serve ... distributors in this area.

Television Today

IN THIS ISSUE — **PAGE 11**

- **Spotlighting the News — significant comment on current and coming events in the television industry . . .**
- **With the World Series telecasts planned in color, a new impetus for color TV set sales appears in the cards for this Fall . . .**
- **The vital SAG television contract and its specific terms in comparison with the old contract . . .**
- **Names Making News in Television Today.**

Kingsley Will Head Col. Foreign Unit

Columbia Pictures will officially announce in mid-September the appointment of Edward L. Kingsley of Kingsley International as head of a special organization designed to handle the distribution of foreign product in this market, it is learned.

Kingsley, who is currently en route to the Venice Film Festival, will assume his new post after his Sept. 12 return from Italy, it was said. The importer of foreign films would continue his association with Kingsley International even after his appointment to the Columbia post, it was learned.

The special organization will handle foreign films in a manner similar (*Continued on page 6*)

Only 36% of Newer TV Outlets Profitable

From THE DAILY Bureau

Television Today.. WASHINGTON, Aug. 21. — The newer television stations continued to have tough financial sledding in the January-October, 1954, period, according to the third survey of post-freeze stations released at the weekend by the Federal Communications Commission.

Of 144 post-freeze VHF's, only 52 (36 per cent) had overall profitable operations during the period, and only 18 of 122 UHF outlets reported profits, or 15 per cent. Another 50 VHF's had attained black ink by the end of the period and an additional 15 UHF's showed a profit in at least (*Continued on page 10*)

REVIEW:

It's Always Fair Weather

M-G-M—CinemaScope

HOLLYWOOD, AUG. 21

PREVIEW PATRONS of the Panorama Theatre, Van Nuys, Calif., would mob us if we reported Arthur Freed's newest musical treat as anything but a great piece of screen entertainment—"production-wise, cast-wise, color-wise, dancing-wise, music-wise and otherwise."

The applause that followed nearly all of a dozen song and dance specialties was enough to convince any reviewer that "It's Always Fair Weather" has a halo of sunshine surrounding its record-breaking destiny.

From its montaged main title, musical opener, "March, March," establishing the G.I.—buddy background of Gene Kelly, Dan Dailey and (*Continued on page 6*)

AB-PT Official

Sees Evidence Of Increased Film Releases

Hyman Finds Quality, Quantity Improving

By MURRAY HOROWITZ

A tendency on the part of production-distribution companies to increase production either in quantity or quality of films was noted here at the weekend by Edward L. Hyman, vice-president of American Broadcasting - Paramount Theatres.



Edward Hyman

Hyman noted this tendeney, he explained, following a series of conferences, spanning a period of two weeks, with top executives of all distribution eompanies represented in the East. The conferences were scheduled to gather information for ABPT's annual meeting, to be held in Spring Lake, N. J., Sept. 8-9.

Reporting on the general tenor of the conferences, Hyman contrasted (*Continued on page 6*)

For Faster Reading

With this issue, MOTION PICTURE DAILY installs a new typographical style that represents an effort to provide for easier reading. Differences in the physical characteristics of headings have been increased to identify readily stories according to importance. It is in the new style of text composition, however, that easier reading becomes also faster reading through more legible type which we have endeavored to make the more readable by line-spacing.

Thus, what is likely to be recognized immediately as a fresh appearance has been primarily prompted by a policy of reliable reports conveniently selected and quickly read.

PERSONAL MENTION

EARL I. SPONABLE, 20th Century-Fox research director, has arrived in Hollywood from New York.

•

WALTER J. B. BARBER, Universal-International advertising production manager, became a grandfather for the first time last week when his daughter-in-law, MRS. WALTER BARBER, JR., gave birth to a son.

•

DAVE GOLDING, Samuel Goldwyn Productions advertising - publicity head, has arrived in New York from the Coast, accompanied by MRS. GOLDING.

•

SALLY D. SERIN, secretary to JULES K. CHAPMAN, United Artists supervisor of branch operations, has announced her engagement to MARVIN BAER.

•

NICHOLAS P. PERY, Columbia Pictures International managing director for Europe and the Near East, has returned to Paris from New York.

•

ROBERT W. COYNE, special counsel to the Council of Motion Picture Organizations, is scheduled to return here today from Cleveland.

•

KAY HARRISON, managing director of Technicolor, Ltd., arrived here Saturday from London via B. O. A. C. Monarch.

•

MORRIS HELPRIN, president of London Film Productions, Inc., left New York for London yesterday via B. O. A. C.

•

CHARLES J. FELDMAN, vice-president and general sales manager of Universal Pictures, will return to New York from California today.

•

SIDNEY KRAMER, RKO Radio short subjects sales manager, will arrive in Milwaukee today from New York.

•

ALBERT D. MARX of Allied Artists, New York, visited with MRS. MARX last week in Atlanta.

•

PHIL and DICK SMITH of the Smith Management Co. have returned to Boston from Hartford.

•

TOM GRACE of the Eastwood Theatre, East Hartford, Conn., is recuperating from surgery.

•

JUDY HOLLIDAY returned to New York on Saturday from Europe.

•

MARLENE DIETRICH has arrived here from Paris via TWA Ambassador.

Parmenter Will Head Makelim Production; Start Slated Sept. 15

From THE DAILY Bureau

HOLLYWOOD, Aug. 21.—Hal R. Makelim has announced the appointment of Frank Parmenter as general production manager of Makelim Productions, effective Monday, and has set Sept. 15 as the starting date for the first picture under the Makelim Plan, "The Peacemaker," which will be made in wide-screen and Eastman color, with processing by De Luxe. Harold Shumate scripted the film.

Credit Cards OK at F & M Box Offices

HOLLYWOOD, Aug. 21.—Fanchon and Marco has implemented what is believed to be the first picture-theatre deal with a credit-card organization when it began accepting Trip-Charge Corp. Members' signatures on Trip-Charge forms in lieu of cash money. John Gageby, manager of the Hollywood Paramount, flagship of the F & M eight-theatre chain, said it is too early to have definite evidence as to effect on business, but indications so far are promising.

Similar to Gas Stations

Under the deal with Trip-Charge, the theatre accepts the credit card at the box office, the customer signs a blank form the same way as at a gasoline station, and receives a regulation admittance ticket. The theatre runs a short trailer on the screen, calling attention to the system being in effect, and maintains a small notification on the box office window stating that Trip-Charge credit cards are honored.

F & B pays Trip-Charge 10 per cent commission for the collection.

Lamont Will Head SIMPP Export Div.

HOLLYWOOD, Aug. 21. — John Lamont, exhibitor and distributor principally active in South America and formerly associated with RKO, Fox, other major companies, has been named by the Society of Independent Motion Picture Producers to head up its newly organized Independent Film Producers Export Corp. He will leave for New York next week en route to Europe.

A. H. Poos Dies in St. L.

ST. LOUIS, Aug. 21. — Funeral services for Albert H. Poos, district manager for the Fanchon & Marco-St. Louis Amusement Company circuit since 1936, were conducted in the Lupton Chapel here.

Poos, 49, died of cancer. He was first assistant barker of Tent No. 4, St. Louis Variety Club at the time of his death.

Import Tax

(*Continued from page 1*)

treatment were first included last year as part of the tax revision bill, but were then dropped pending further study. Motion pictures would not have qualified under last year's proposal, although film industry witnesses told Congress that inclusion of the industry would further the aim of the legislation. The proposal seeks to encourage investment of United States capital abroad to aid in foreign economic development.

'Export Trade' Barred

The new Administration recommendations bar "export trade," which would seem to rule out rentals on films.

A Treasury explanation here also appears to bar U. S. film production abroad. The statement points out, "the importation to the United States of any substantial part of the products manufactured abroad would disqualify a company for the special tax treatment."

'Love' Grosses High In Four Situations

Grosses for 20th Century-Fox's CinemaScope production of "Love Is a Many Splendored Thing" in four opening day situations were strong, according to theatre reports received by the company.

The Buddy Adler production took in on Thursday $3,600 at the Memorial Theatre in Boston; $990 at the Strand in Portland, Me.; $4,532 at the Fox in Detroit; $14,000 at the Roxy Theatre here.

AA Declares Dividend

HOLLYWOOD, Aug. 21. — Steve Broidy, president of Allied Artists, on Friday announced the company has declared a regular quarterly dividend of 23¾ cents per share on the company's 5½ per cent cumulative convertible preferred stock, payment to be made Sept. 15 to stockholders of record at the close of business on Sept. 2.

Koch Services Held

ST. LOUIS Aug. 21. — Funeral services for Herman T. Koch, veteran member of the Moving Picture Machine Operators Union Local No. 288, East Louis, Ill., and earlier, a member of Local No. 143, St. Louis, were held here at the Math Herman and Son's Chapel.

"Pearl" to Palace

"Pearl of the South Pacific," in Superscope and color by Technicolor, will open at the RKO Palace here, Sept. 9, it was announced by Walter Branson, RKO's world-wide sales manager.

. . . NEWS ROUNDUP

Compo Awards Sketches Sent

Reproductions of nine sketches, the work of film company art directors and produced as suitable design for the trophy to be presented to the winners of the Audience Awards were mailed by Compo over the week end to approximately 500 members of exchange area Audience Award and press relations committees. Each sketch is numbered. Committeemen are requested to vote by number for the one they like the best.

Woolner-Pathe in Deal

Woolner Bros. Productions, Inc. has concluded a deal with Pathe Laboratories, Inc., for the processing in Pathecolor of their forthcoming feature, "Thunder in the Swamp."

Cartoon Matinees, 25 Cents

A number of St. Louis theatres have adopted summer cartoon matinees, at 25 cents for everyone. Operated by Speros Karides and Nick Karakas, the Summer Cartoon Carnival programs were held on Aug. 1 at the Crest, Hi-Pointe, Shenandoah Tower and Wellston Theatres of the Fanchon & Marco circuit; and on Aug. 13, at the Roxy, Lansdowne and Ivanhoe.

86 Houses Taking TV of Title Bout

Theatre bookings for the telecast of the Marciano-Moore title fight reached an all-time high as the 86th theatre to join the closed-circuit hook-up signed with Theatre Network Television, at the weekend. The final total will be at least 100 theatres, according to TNT president Nathan L. Halpern.

The previous high was 83, for the Marciano-Cockell title bout out of San Francisco last May, a peak for the 13 boxing contests telecast by TNT up to that date.

Achievement of a 100-theatre network when Marciano meets Moore at Yankee Stadium, Sept. 20 will have been made possible through the use of more than 50 TNT's large screen mobile projectors, which have been made available to exhibitors.

The match can bring a million-dollar "gate" to theatre box offices for the first time. New York is blacked out within a 50-mile radius of Yankee Stadium.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Feck, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-214; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10

A STATEMENT OF POLICY:

"They don't come any bigger than THE TALL MEN"



please turn . . .

We have just screened "The Tall Men" and I am delighted to tell you it is a brilliant entertainment achievement . . . an attraction with absolutely unlimited boxoffice potential.

I consider it the greatest picture 20th has produced since "The Robe."

It is without qualification the best Western anyone has ever made.

"The Tall Men" unfolds the epic, pulse-stirring story of the opening of the historic Bozeman Trail from Texas to Montana.

As Black Ben Allison, ex-Quantrell Raider turned bad man, Clark Gable gives his finest performance since "Gone With the Wind." Jane Russell's portrayal of Nella Turner is nothing short of sensational—and her rendition of the contagious title song is an unforgettable thrill in itself. The chemical combination of Clark Gable and Jane Russell confirms Darryl F. Zanuck's unerring showmanship touch.

Robert Ryan is tremendous as Montana Stark, with whom Gable forms a strange partnership. Cameron Mitchell, who co-stars as Gable's quick-tempered young brother, brings a conviction and intensity to his role that marks him for certain stardom in his own right.

"The Tall Men" is the saga of an unprecedented adventure, and at the same time it grippingly relates a man's love for a woman, a brother's



love for a brother, and the true bond between men who stand together under all circumstances.

I know you have seen amazing CinemaScope footage in such attractions as "Three Coins in the Fountain," in "Soldier of Fortune" and in "Love is a Many-Splendored Thing." But you've never experienced anything as startlingly beautiful and panoramic as the snowstorm scenes, the Jayhawker battle and the cattle and horse stampede sequences of "The Tall Men." They simply defy description.

Everyone connected with "The Tall Men" has done an outstanding job. The screen play by Sydney Boehm and Frank Nugent is packed with thrills. The taut, suspenseful direction by Raoul Walsh ranks with his best accomplishments. The production by William A. Bacher and William B. Hawks is tremendous.

Because "The Tall Men" is such an extraordinary picture, we are formulating special plans for handling it. We will accept a few pre-release engagements in a few specially selected situations the latter part of September.

I urge you to see your 20th branch manager right away and ask him to show you "The Tall Men" immediately he receives a print. You'll see for yourself why they simply don't come any bigger than "The Tall Men" and why we expect that its grosses will rank with the greatest in motion picture history.

Al Lichtman, 20th Century-Fox

Travel Costly

Fiscal Woes Hamper Early Global Tie-up

By WILLIAM PAY

LONDON, Aug. 21. — Establishment of an international alliance of exhibitors, explored over the past year principally by Theatre Owners of America and Cinematograph Exhibitors Association, admittedly could be brought closer to realization — faster — if exhibitor organizations everywhere were not plagued with fiscal considerations.



Herman Levy

It takes money to exchange delegates, if only occasionally, on an international scale. Exhibitor organizations on both sides rarely find they have enough of it to spare for such purposes, even immediately after the conclusion of a dues collection drive.

Singleton Representative

The international exhibitor alliance came to the fore again here recently with the arrival of Herman Levy, general counsel of TOA, for further conferences with CEA officials, out of which came the announcement that George Singleton, a delegate to CEA's general council and former chairman of its Scottish branch, will be CEA's accredited representative at TOA's convention in Los Angeles, Oct. 6-9.

Singleton then will be vacationing in America at the time, as Levy is here now.

CEA's current fiscal difficulties are well known, stemming from its loss of the substantial dues paying membership of the J. Arthur Rank theatres. While that loss may be ended in due time, CEA meanwhile might find it financially embarrassing if it were called upon to send delegates to America with any regularity.

Levy said he was thrilled to hear from Ellis Pinkney, C. E. A.'s general secretary, of the joint C. E. A.-Kinematograph Renters' Society arrangements for arbitration of film rentals.

'Nothing Equivalent to It'

"We have nothing equivalent to it in America where there is no organization like the K. R. S," Levy said. "That is one of the major difficulties —the lack of meetings between exhibitors and distributors for hearing and resolving exhibitor's film rental complaints."

This is Levy's third visit to Britain in two years. He is to address the C. E. A.'s Birmingham branch next Wednesday, and Scottish exhibitors on Aug. 31. On Sept. 8 he has a meeting with Monsieur Trichet of the Union Internationale de l'Exploitation Cinematographique. He will then open talks on TOA joining the international exhibitors union.

'It's Always Fair Weather'

(CONTINUED FROM PAGE 1)

Michael Kidd, to the "Time for Parting" end title number, audiences will be thrilled with its special photographic effects, new camera techniques, outstanding dancing novelties created by Kelly and Stanley Donen, and a simple, heart-warming story filled with good, clean fun.

Freed had keen foresight in delegating the direction of the film, as well, to Kelly and Donen, resulting notably in an ingratiating Kelly, who underplays his part; a much warmer, more human Cyd Charisse; a lovely Kidd; and a great emotional comedian in Dailey.

The dependability of Betty Comden and Adolph Green, who formerly delivered scripts for some of the producer's greatest hits, has paid off again with clever lyrics for Andre Previn's music added to their story and screenplay credit.

The reviewer can still hear echoes of the applause for Kelly's roller-skating specialty; the hilarious song and dance production number in Stillman's Gym, with "mugs" and "pugs" participating in a bright routine delivered by the vibrant Charisse; Dailey's hysterical rendition of "Situation-Wise," and his liquor-soaked antics parodied to the William Tell Overture; Dolores Gray's satirical role, drawn as the female counterpart of some of the nation's top TV shows emcees, and her show-stopping "Thanks a Lot, But No Thanks." The clipt reaction shots, and the strange-interlude treatment of special lyrics to the tune of the "Blue Danube" by Kelly, Dailey and Kidd, and the effect of their sensational tri-split screen dance routine, will bring customers back to see this show again and again.

□ □ □

As though this were not enough for the "when good fellows get together" film, the early casting of Hal March, now known to millions of TV viewers as the emcee of the "$64,000 Question" program, will prove added weight to the daily take. His portrayal of a small-time prize fighter, a little on the punchy side, slated to win on a "fix," is a priceless bit. Seasoned players like David Burns and Jay C. Flippen also earn spotlight attention.

All of the entertainment is tailored to a story line that provides a great exploitation gimmick in tracking down some ex-G.I. buddies for a get-together and a helping hand, if needed.

The story deals with three such pals who go their separate ways after being discharged, but make a wager with bar owner Burns that they will return in 10 years to toast their remembrances and friendship. They make good their pledge, but each discovers a resentment for the other's lot in life.

The friendship is about to fall apart when an emergency need of candidates for Kleenzrite's big TV show unwittingly brings them together again in an action-packed TV studio fight climax that has the trio flattening a bunch of "hoods" out to get Kelly for double-crossing them on the "fix."

Program co-ordinator Charisse winds up with the once love-disappointed Kelly. Misunderstood husband Dailey, as a successful cartoonist for Kleenzrite, wins back his wife's affection after catching the action on the TV show; and the happily married father-of-five kids decides to continue being proud of his just plain hamburger joint career.

Running time, 102 minutes. General classification. Release date, not set.

SAMUEL D. BERNS

Kingsley to Head

(*Continued from page* 1)

to the Universal Pictures section which handles the distribution of J. Arthur Rank product in the United States.

The foreign films which Columbia acquires through co-production arrangements with producers in other nations, among them being the recently acquired Japanese production of "Seven Samurai," would not be incorporated into the regular Columbia product line-up, it was pointed out in the statement.

The physical distribution of the foreign product which Columbia acquires would, however, be handled by the company's exchanges, it was reported.

O'Neil, O'Shea

(*Continued from page* 1)

President Eisenhower's personal representative in the Jordan River Valley dispute, will head a delegation of industry officials who will meet with British film leaders in London on Sept. 15-16 to negotiate a new Anglo-American film pact.

Among the U.S. group attending the talks in London will be Griffith Johnson, MPEA vice-president, Fayette W. Allport, MPEA English representative, and Gov. Ellis Arnall, president of Society of Independent Motion Picture Producers.

'Scope Totals at 15,075

The latest count of CinemaScope installations in the U.S. and Canada puts the number at 15,075, it was disclosed by a 20th Century-Fox official.

During the week ended Aug. 13, there were 129 new installations, he said. Of the total, 3,597 are equipped with stereophonic sound, while 789 have "mixer" installations.

Calif. AFL Opposes Subscription TV

SAN DIEGO, Aug. 21.—At its co vention here last week, the Californ State Federation of Labor (AF passed a resolution opposing the pr posed pay-to-see TV systems a charging that toll TV would impo an economic burden on those le able to afford it, selling entertainme only to those with money.

Hyman Sees

(*Continued from page* 1)

the current spirit of confidence a optimism as compared to a year so ago when "everyone was argui about screen ratios, 3-D and ne techniques" in the midst of confusi about production and releasing plan

Emphasizes Quality

Hyman, who keyed his fact-findin mission to releasing plans of the com panies from September, 1955 to Se tember, 1956, said "I think that di tributors are convinced that we ca now assimilate more pictures." H explained that to him "more picture means an upgrading in quality as we as numbers.

Although "we're not out of th woods" yet in regard to having a adequate flow of pictures throughou the year, Hyman maintained that "th path is pretty clear ahead" as com pared to a year ago. Distribution, h felt, is concerned about creating ne stars and expanding business, a con cern, he went on, which should hav the full support of exhibition.

Expanding on the theme of creat ing new stars, Hyman warned that half-dozen screen personalities shoul not be allowed "to dominate our in dustry." "That's a pretty serious thin in an industry as large as ours wit its great problem of casting pictures, he added.

Practically all major studios, h went on, recognize the problem. Dur ing his conferences, Hyman continue he received assurances that an intel ligent approach by all the producing-distributing companies to build new talent will be followed. The ABPT vice-president added that AB-PT cir cuits would welcome personal ap pearances by new stars and starlets.

On ways and means of increasing theatre attendance, Hyman said that experiments which have been con ducted by various AB-PT affiliates will be reported on at the AB-PT an nual meet. He said boost-attendance projects are currently underway in Detroit, Minneapolis, the Inter-Mountain territory, Florida, Texas and the Gulf States.

Dick Pitts in New Post

CHARLOTTE, Aug. 21. — Dick Pitts, former public relations director of Theatre Owners of America, has been named director of civic affairs for the Carolina Motor Club here. Pitts assumed his duties here this week.

PARAMOUNT'S

ULYSSES

Color by
TECHNICOLOR

AT GLOBE THEATRE, NEW YORK, SETS RECORD OPENING— BEST IN 10 YEARS!

Its course is set - straight for smash business everywhere, because, as Time Magazine says, it's "The Greatest Adventure Story Of The Western World!"



IT'S UNBELIEVA

"TO HELL A

BIGGEST OPENING DAY IN ENTIRE 32 YEAR HISTORY
OF MAJESTIC THEATRE, HOUSTON

BIGGEST OPENING DAY IN ENTIRE 30 YEAR HISTORY
OF ARCADIA THEATRE, HARLINGEN

BIGGEST OPENING DAY IN ENTIRE 26 YEAR HISTORY
OF MAJESTIC THEATRE, SAN ANTONIO

BIGGEST OPENING DAY IN ENTIRE 25 YEAR HISTORY
OF TEXAS THEATRE, SAN ANGELO

BIGGEST OPENING DAY IN ENTIRE 25 YEAR HISTORY
OF UPTOWN THEATRE, VICTORIA

BIGGEST OPENING DAY IN ENTIRE 25 YEAR HISTORY
OF TEMPLE THEATRE, ARCADIA

BIGGEST OPENING DAY IN ENTIRE 20 YEAR HISTORY
OF CENTER THEATRE, CORPUS CHRISTI

BIGGEST OPENING DAY IN ENTIRE 20 YEAR HISTORY
OF WICHITA THEATRE, WICHITA FALLS

BIGGEST OPENING DAY IN ENTIRE 9 YEAR HISTORY
OF VILLAGE THEATRE, PORT ARTHUR

BIGGEST OPENING DAY IN ENTIRE 3 YEAR HISTORY
OF ECTOR THEATRE, ODESSA

Universal International

BLE BUT TRUE!

ND BACK"

Print by TECHNICOLOR

SETS NEW ALL-TIME

OPENING DAY HOUSE

RECORDS IN *ALL* 10

OF ITS FIRST 10

ENGAGEMENTS.

An 'Outsider'

Fla. Exhibitor Will Attend Loew Hearing

An exhibitor from Coral Gables, Fla., has given notice that he intends to appear at the Aug. 29 New York Statutory Court hearing on Loew's Theatres' bid for permission to acquire a new theatre in suburban Coral Gables, a Department of Justice spokesman revealed.

The appearance would be the first at such a hearing by an "outsider" since Allied States received Justice Department assurances that interested exhibitors will be given notice of hearings on proposed theatre acquisitions by divorced circuits.

Appeal by Allied

Allied, some months ago, called upon the Justice Department to insure that exhibitors who might be affected by such acquisitions be notified in time to make an appearance in court and be heard, if they wished.

The Justice official, questioned as to the government's attitude toward the Loew's petition, declined comment, nor did he identify the Coral Gables exhibitor who presumably will oppose the acquisition.

HOLLYWOOD . . . ON THE MARCH

BY SAMUEL D. BERNS

Hollywood, Aug. 21

THANKS for the mail about the list of top names we ran on our 1926 "Exhibitors Herald" poll. Ed Jones of RCA was particularly interested in learning "Where are they now?" . . . Well, Ed, at least half of them are probably touring the Great Beyond Circuit, or figuring some way of making a "come-back." You might be pleased to know that Harold Lloyd is busy on charitable movements and watching over his kids' careers. Corrinne Griffith is still very beautiful as Mrs. George Marshall, wife of the owner of the Washington Redskins, and owns four valuable income corners bearing her name on South Beverly Drive. Bebe Daniels is a BBC enthusiast in London with hubby Ben Lyon. Gloria Swanson looks like she's ready for another "Sunset Boulevard." Mary Pickford is in Spain, vacationing with Buddy Rogers, and is determined to get back into production when she returns. Norma Shearer keeps in shape swimming at the Bevery Hills Hotel. And Jack Engel, of Philadelphia's Film Row, would like to get started on a "What ever happened to——" craze tossing names like Elmo Lincoln, Arthur Guy Empey, Theodore Roberts, Valeska Surratt, Mary Miles Minter, Geraldine Farrar and Billie Dove at us. Dear Jack: Let's just say they're being starred in Leonard Sillman's "New Faces of 1915."

☆ ☆ ☆

Mike Todd claims he has the greatest audience participation shot ever filmed, made during the bull fighting sequence of his "Around the World in 80 Days." The bull went after greater game than toreador Luis Dominguin when he charged into the 65mm camera, smashing the special 128-degree "bugeye" lens. P.S.: Shooting was held up while American Optical filled cabled request to ship another lens to Madrid.

TV Stations

(*Continued from page 1*)

a single month by October, 1954.

Of the VHF's, 42 had continuous monthly losses and one had ceased operating by June 4, 1955. Of the UHF's, 89 were still unprofitable through October and 31 had ceased operating by June 4. Thus 73 per cent of the UHF stations were still losing money, and 35 per cent were forced off the air.

NBC or CBS programming, or both, to the extent of at least 7½ hours per week was available to 101 of the VHF outlets and to 91 of the UHF stations. Profits came more easily for these stations, with 82 per cent of the VHF's and 62 per cent of the UHF's reaching black ink by October.

Size of the community was also important, with 37 of 43 VHF stations, located in cities of 175,000 population and over, earning $30,000 or more in monthly revenues, while only 13 of 64 VHF's, located in cities of less than 75,000 population, reached this revenue class.

Similar figures were not given for UHF's.

Wolf-Parker to Use VV for 'Panic'

The first independent feature film to be shot in VistaVision, "Panic," will be filmed in its entirety in New York this winter, it was announced by producers Van Wolf and John Parker.



✳ EVERYBODY AND HIS COUSIN wants to see MY SISTER EILEEN, a Columbia picture, starring Janet Leigh, Jack Lemmon and Betty Garrett. The freshest, funniest Technicolor musical that ever went singing across the Cinemascope screen!

PEOPLE

Smiley **Burnette**, partner of Ge **Autry**, will headline the St. Lou Firemen's Championship Rodeo a Thrill Show at the Oakland Stadiu in St. Louis this week.

¤

Cary Grant, who co-stars wi **Grace Kelly** in Alfred Hitchcoc "To Catch a Thief," currently at t Paramount Theatre here, will appe in person on the stage of that hou on Wednesday evening, one of h rare p.a.'s in recent years.

¤

Jean Arthur is aboard the Italia liner "Andrea Doria" en route Genoa, Italy.

¤

Arthur Sklar, office manager f Warner Brothers in Charlotte, h been promoted to the post of sal manager. He will be succeeded office manager by **Bob Heffne** formerly head booker.

Mexico Near Pact on France, Italy Import

MEXICO CITY, Aug. 21.—Solutio is expected shortly of problems stem ming from the suspension by the Na tional Cinematographic Board, say Congressman Ferretis, chairman, o imports of French and Italian pic tures, for the explained reason tha France and Italy ignore their part c a picture exhibition reciprocal pac with Mexico, at a meeting Ferreti has called with Santiago Reachi, pres ident of the Mexican Picture Pro ducers Assn., and Jose Rodrigue Granada, secretary general of th Picture Productions Workers Unio (STPC). The Italian commercial at tache and the representative of Itali Films, chief distributor of Italian pic tures, have been invited to attend Ferretis will propose the making o a formal reciprocal picture pact wit France and Italy.

"The National Cinematographic Board is confident that exhibition o French and Italian pictures will soo resume and be normalized with the making of this pact," Ferretis said.

Eight More Circuits For Compo Awards

Eight large Midwestern circuits, with a total of 215 theatres, are the latest additions to the list of theatres which will participate in the Audience Awards poll of the Council of Motion Picture Organizations, it was reported at the weekend.

These circuits estimate their initial ballot requirements at nearly 1,250,000. They include Balaban & Katz, Publix Great States, Essaness, Fanchon & Marco, Minnesota Amusement Co., Tri-States Theatre Corp., United Detroit Theatres and Northio Theatres.

Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

Spotlighting the News

AUDIENCE TASTES

► It is the parents and not the children who are to be blamed for any retrogression in children's TV programs, according to a recent analysis made at Xavier University in Cincinnati. In a comparison of studies made in 1951 and this year it was noted that 52 per cent of the parents are indifferent to the nature of programs seen by their children. This figure was the same in both studies. On the other hand it was concluded that children themselves are now much more critical and discerning about selecting what television shows to look at.

SATURATED MARKET

► The time is not far distant when television will reach the saturation point as far as homes with television are concerned. With only 45,000,000 homes wired for electricity, the television installations (now creeping up toward the 40,000,000 mark) have relatively little chance to grow in "television-less homes." On the other hand there will be some growth promoted by encouraging a second TV set for the children and also to replace the 6,000,000 17-inch sets estimated to be still in operation. Generally speaking, although annual maintenance charges are higher for the TV set than any other home appliance, receivers have stood up well under regular use. The life-expectancy of a TV set is much greater than the experts would have dared assert five or 10 years ago.

COLOR RESEARCH?

► If you were advertising over that new medium, color television, wouldn't you like to know how many persons got your message? Currently, however, you would have to be satisfied with knowing that in the homes of the public (not necessarily being watched) are "between 10 and 20 thousand receivers." RCA knows how many persons (it knows their names) have RCA color receivers; but it isn't telling. It is explained generally in the industry that although authoritative market research ordinarily is a ready tool, in this instance apparently the conviction is, there isn't yet enough money potential to justify money in research. For Fall color plans, turn the page.

MUSHROOMS

► When an industry mushrooms, as the expanding television industry has been doing, there are bound to be critical shortages in certain key operations. Recently Walter Lowendahl, executive vice-president of Transfilm, focussed attention on the lack of motion picture animators. Television commercials, said Mr. Lowendahl, will in the future rely more and more heavily on animation because such films allow for greater color control than live action. There already is full employment among animators, he continued, and as the demands increase, a real shortage will develop. Mr. Lowendahl pointed out that there is a great need for specialty schools to train animators and added that commercial artists should find the prospects interesting since the pay scale is higher than in other art fields.

DREGS

► Executives who are planning the future of Australia's forthcoming television industry have little hope of bringing to their screens anything better than "the dregs" of American-made TV films. The Federal Treasurer has announced that TV film importers will be allowed only $20,000 a quarter — or $80,000 a year — for importation of such product. A top-ranking 30-minute show would cost at least $40,000, it is estimated. Especially in the initial stages, the Australian industry will be almost wholly dependent on overseas product.

ON AGAIN—OFF AGAIN

► William Worthy, the CBS correspondent who made news by being allowed to broadcast the news over the facilities of Radio Moscow August 4, has been denied permission for more broadcasts. At the same time, somebody's Big Brother gave permission to NBC correspondent Irving Levine to do that which had just been denied to Mr. Worthy, thus equalling the score between NBC and CBS. It's Mr. Worthy's opinion that if U. S. visas for six Soviet journalists come through, as has been requested, he'll be back on the Moscow radio. So, despite the current peace offensive, it would seem that you still never get something for nothing, especially the use of Radio Moscow.

UP IN CANADA

► There are all sorts of up-beat reports out of Canada. The Radio-Television Manufacturers Association of Canada revealed recently that sales of TV receivers had risen to 245,917 in the first half of 1955, from 181,233 in the comparable 1954 period. The share of the advertising dollar placed through agencies rose 8.2 per cent.

WAR OF THE MEDIA

► While other minds concern themselves with possibilities of a third world war and inter-planetary conflict, the Madison Avenue men (standing midway between client and customer) are wondering how to resolve the coming war of the media: television-radio vs. newspapers-magazines. There's going to be an increasingly sweaty tussle for every dollar. Something of the progress of television in the struggle was pointed up last week in an NBC release declaring that its "Home" now outranks all "specifically named magazines," except one and all newspapers, radio and other TV programs, as a main source of home-making ideas in the urban U.S. A day or two later the Chicago *Tribune* took a full page ad in the New York *Times* to announce that three out of four families in the Chicago metropolitan area read the *Trib*, while only 12 per cent buy the largest national magazine and "less than one out of 10 families tunes in on the average evening TV show."

What's in a ——?

BUFFALO: Ed Sullivan, the columnist and television master of ceremonies, has taken time off from his busy schedule to file suit against a Buffalo resident for using his name, which also happens to be the legitimate name of the Buffalo resident. Mr. Sullivan seeks to forbid the "Ed Sullivan Radio and TV, Inc.," from using the name, charging that it was designed "to capitalize on the name which I have established." The defendant, whose full name is Edward J. Sullivan, answered that he was in the same business using his own name even before incorporating last March. He turned down the emcee's offer to pay all expenses for changing the name. A hearing will be held in New York Friday on the television star's bid to have an injunction issued against use of the name by Buffalo's Mr. Sullivan.

In Our View

THE just-announced intention of the National Society of Television Film Producers to conduct a seminar in Hollywood next month to discuss a code of ethics is a most salutary and intelligent item in the progress report of an industry with its whole life before it. Any such action by the producers of television films, we assume, will parallel the current radio-television broadcasters' code, and both, inevitably, will follow the trail blazed through a jungle of indifference twenty-five years ago by the industry of the motion picture. That path, time has proved, was the right one, and any field serving the public with communicable material, could do no better than follow it.

Eventually, it is to be hoped, all of television will operate, completely, under a single code which will guide, not restrict, providing the greatest good for the whole industry. That which comes directly into the home must necessarily fully realize its responsibility to do nothing which may adversely affect the welfare of the family. If it does trespass upon those sacred precincts, the retribution will be, if delayed, no less terrible in its righteous wrath.

To develop, and to follow assiduously a code of practice is not only ethically right, it is just plain, long-range, good common business sense.

DEM BUMS IN COLOR TV! MAY SPARK SET SALES

by VINCENT CANBY

Major league baseball, the telecasting of which in the early post-war period helped make a large portion of the American public television conscious, is due to get the color treatment with this year's World Series — and thereby hangs a tale:

Color television receivers still are not moving as rapidly as they might. They admittedly are expensive. Today it is estimated — and very roughly — that there are only between 10,000 and 20,000 color receivers among the 36,477,000 sets across the country.

Thus, this Fall, the nation's viewers will be subjected to a tremendously increased tempo of color programming, designed not only to make them conscious of color but also so passionately desirous that they will start buying receivers, outright or on time. That's where NBC comes in with color telecasts of all World Series games originating in New York. Let no one underestimate the passion to be aroused by the image of a Brooklyn Dodger in full, glorious color.

NBC, with its expanded color studio facilities in New York and Hollywood, is leading the parade. It promises to increase its programming of "live studio color" shows to a total of 37 hours in October, 41 in November and 38 in December, against 7, 8½ and 9 hours, respectively, in the corresponding months last year. These totals do not include the special outside pickups, such as the aforementioned World Series and college football games, and outside mobile unit pickups for "Wide Wide World," "Today," "Home," and "Tonight." In all, the network plans to increase the number of hours devoted to color five-fold.

▼ ▼ ▼

The CBS network's color programming will be keynoted by the ambitious Ford Star Jubilee, the once-a-month series of 90-minute Saturday evening shows which kicks off September 24 with Judy Garland's television debut. In addition, at least one of the Chrysler "Shower of Stars" programs will receive the color treatment. The network promises to supplement these shows with a number of others in color, including—if production starts in time—that series of 90-minute film dramas which Orson Welles is scheduled to direct and star in.

The DuMont network, which originally announced "great plans" for its Fall color program, now is in the midst of "relocation" of its color facilities and consequently has nothing definite on the docket at this time. Last week, however, DuMont Laboratory men were busily "unveiling" to the public their new "Vitascan" color TV system at demonstrations in the auditorium of Gimbels department store. ABC, which has no particular interest in the merchandising of color TV receivers, has no color programming at all.



ONLY THE BEST. Color, splashing onto the air waves this Fall, is for the most popular and salable properties, hits which on the legitimate stage have become classics, and personalities who whether on stage, television or the screen have never failed to draw. Spread above is the Antrobus family, stars of Thornton Wilder's "The Skin of Our Teeth" which NBC will present, and which runs now at the ANTA Playhouse for three weeks. To be recognized are George Abbott, Mary Martin, Helen Hayes, Heller Halliday and Don Murray. Below left, Rex Harrison, in NBC's Korda film (Technicolor) "The Constant Husband." And, below right, Judy Garland, who will launch the CBS Ford Star Jubilee series.

The NBC color schedule embraces a full range of subject matter. There are sports, as in the coverage of the Davis Cup tennis matches originating from Forest Hills, N. Y., next Saturday, the World Series, and a group of NCAA football games climaxed by the Army-Navy game November 26. There also is opera, as in the currently scheduled NBC Television Opera Theatre presentation of Mozart's "The Magic Flute" next January 15.

Other highlights from the NBC color schedule include:

The series of 13 Tuesday night productions starring Milton Berle beginning September 27;

"Howdy Doody," which goes permanently into color September 12, and becomes the first daytime "across the board" program to be completely converted to color;

"Matinee," the new daytime dramatic show which will provide a full hour of mid-afternoon color Mondays through Fridays;

"The Hallmark of Fame," the 90-minute Sunday afternoon series produced by Maurice Evans, which gets under way October 23 with "Alice in Wonderland," to be followed November 20 by "The Devil's Disciple";

The Max Liebman Saturday night spectaculars;

The Producers Showcase series (tonight presenting "The King and Mrs. Candle") which includes a musical version of "Our Town" September 19 and a repeat of "Peter Pan" January 9, and,

The "Color Spread" programs, the series of Sunday night spectaculars to be presented approximately every fourth week and which kicks off September 11 with the Mary Martin-Helen Hayes production of "The Skin of Our Teeth." Other shows in the series will include a variety show starring Maurice Chevalier and the pre-theatrical release premiere of Sir Alexander Korda's production in color by Technicolor, "The Constant Husband."

Believing, as they do, that there is "a great pent-up public curiosity about color," NBC policy makers obviously are planning to help the public get relief from the pressure which such pent-up curiosity brings to bear. And some of that relief may very well be channelled into purchase of color sets.

WHO's WHERE

IRVING R. LEVINE, NBC news correspondent, has received permanent accreditation to Russia (first since 1948). He now is with the American farm experts touring the USSR. **ROBERT MAGIDOFF**, NBC correspondent, was expelled in 1948 after spy charges were leveled. NBC anticipates regularly scheduled broadcasts very soon.

M. D. "DOC" MORRIS has become station manager at WORC, Worcester, Mass. He was a WAAT account executive and before his radio-TV career of about 15 years, was with the "New York Sun."

BOB GREBE, LINA HOFFMAN and **BRUCE G. POLLOCK** are additions to the ABC promotion services. Mr. Grebe is trade news editor. He was with Mutual and previously with a trade paper and the United Press. Miss Hoffman is publicity writer. She was traffic manager for WMAL, Washington, D. C., and previously with newspapers there. Mr. Pollock is promotion trailer supervisor, in Hollywood. He came from a Los Angeles ad agency.

DOM FARRELL now is with WLW-TV, Cincinnati. A native there, he was with U. S. Printing and Lithographing, and also is a professor at Xavier University Evening College in that city.

WALTER JACOBS, WLW-TV producer, has been named production manager of the Cincinnati station, succeeding **BOB ROBERTS**, who recently joined the Biow Agency in New York. Also at Crosley Broadcasting, **DAVE KLENK**, formerly head of WLW-TV setup, has been promoted to the production staff, with **ART NEVINS**, formerly WLW-TV film director, succeeding Mr. Klenk.

Spots of Color

Two special 90-second color film commercials, for use in NBC-TV's two-hour color spectacular, "The Skin of Our Teeth," have been completed by ATV Film Productions. One is for Standard Brands' Royal Gelatin Desserts, and the other for Chase and Sanborn Coffee. Both were directed by Mickey Schwarz, president of ATV.

Langlois Filmusic, Inc.
619 WEST 54th STREET
NEW YORK 19, N. Y.
JUdson 6-4155
HOLLYWOOD • TORONTO • LONDON • PARIS

STATION TO STATION

Aluminum Company of America and NBC have closed for ALCOA's sponsorship of a new drama series on alternate Sunday nights, replacing Philco, which had the spot. The other alternate Sunday sponsor remains the Goodyear Tire and Rubber Company.

Metropolitan Kansas City will celebrate "Wyatt Earp Week" from August 27 to September 2 by proclamation of a couple of governors, Phil M. Donnelly of Missouri and Fred Hall of Kansas. It's all part of smart promotion for the ABC-TV network series, "The Life and Legend of Wyatt Earp," starting September 6. Hugh O'Brien, the star, will be in Kansas City for a series of personal appearances.

With five network sponsors already signed, the one-fourth sponsorship remaining on NBC telecasts of the NCAA national and regional football games will be turned over to NBC affiliated stations for local sales. Gulf Oil has purchased the regional gridiron telecasts in two districts in the south and southwest.

WXEX has been connected to the Bell System's nationwide network of television facilities. The Long Lines Department of Bell says network service for the station was provided from Richmond, Va. This brings the total of stations getting network programs to 365 and the cities served to 242.

WPIX, Channel 11 New York, has acquired a package of 39 new episodes of "I Led Three Lives," based on the true experiences of Herbert A. Philbrick as a Communist counter-spy, from Ziv Television Programs. The station also has bought 52 chapters of "Archie" from Minot TV Inc., and 33 half-hour episodes of "My Hero" starring Robert Cummings from Official Films, Inc.

"Trojan Review," a feature for the football season starring Jess Hill, head coach of USC, will be shown Thursday nights beginning August 25 by KTLA-TV, Los Angeles.



SAG TELEVISION CONTRACT THE FACTS AND FIGURES

by CHARLES S. AARONSON

When the Screen Actors Guild and the major television film producing companies last week in Hollywood ended a potentially critical 12-day strike with a new contract, a pattern was set for things to come in the field. There is a strong possibility, as well, that the resulting five-year contract, in its effects, may flow over into neighboring fields, like the theatrical motion picture, for example. In any case, the new agreement will run from July 21, 1955, to March 31, 1960. Closing of the deal was announced by Charles Boren, vice-president in charge of industrial relations for the Association of Motion Picture Producers; Deane Johnson, counsel for the Alliance of Television Film Producers, and John L. Dales, national executive secretary of the Screen Actors Guild. Basically the contract provides for increases in minimum rates, residual payments on the second to sixth runs inclusive (the most significant factor in the new deal) and certain other changes in conditions. Retroactive pay increases are effective from July 21 to the start of the strike August 5. Previously actors collected residuals on the third to sixth runs, with the new contract importantly adding the second run provision. In the belief that this "hire-pattern" in the field is of paramount importance to the television industry, Television Today presents below, in detail, the terms of the new pact and a comparison with the former agreement.

SAG MINIMUM SALARIES AND RE-USE PAYMENTS 1955 TELEVISION SUPPLEMENT

Old Contract		New Contract
	DAY PLAYERS	
$ 70.00	Original salary	$ 80.00
....	2nd run	28.00
35.00	3rd run	24.00
....	4th run	20.00
17.50	5th run	20.00
17.50	6th run	20.00
$140.00		$192.00
	Increase	$ 52.00
	3 DAY CONTRACT	
$175.00	Original salary	$200.00
....	2nd run	70.00
87.50	3rd run	60.00
....	4th run	50.00
43.75	5th run	50.00
43.75	6th run	50.00
$350.00		$480.00
	Increase	$130.00
	FREE LANCE WEEKLY CONTRACT	
$250.00	Original salary	$285.00
....	2nd run	99.75
125.00	3rd run	85.50
....	4th run	71.25
62.50	5th run	71.25
62.50	6th run	71.25
$500.00		$684.00
	Increase	$184.00
	SERIES CONTRACT	
	13 Pictures—6½ weeks	
$125.00	Original salary	$145.00
....	2nd run	50.75
62.50	3rd run	43.50
....	4th run	36.25
31.25	5th run	36.25
31.25	6th run	36.25
$250.00		$348.00
	Increase	$ 98.00

Old Contract		New Contract
	SERIES CONTRACT	
	13 Pictures—13 weeks	
$250.00	Original salary	$285.00
....	2nd run	99.75
125.00	3rd run	85.50
....	4th run	71.25
62.50	5th run	71.25
62.50	6th run	71.25
$500.00		$684.00
	Increase	$184.00
	TERM CONTRACT	
	20 out of 26 weeks—26 episodes	
$160.00	Original salary	$185.00
....	2nd run	64.75
80.00	3rd run	55.50
....	4th run	46.25
40.00	5th run	46.25
40.00	6th run	46.25
$320.00		$444.00
	Increase	$124.00
	TERM CONTRACT	
	10 out of 13 weeks—13 episodes	
$225.00	Original salary	$255.00
....	2nd run	89.25
112.50	3rd run	76.50
....	4th run	63.75
56.25	5th run	63.75
56.25	6th run	63.75
$450.00		$612.00
	Increase	$162.00
	MULTIPLE PICTURES	
	2 per week	
$320.00	Original salary	$370.00
....	2nd run	129.50
160.00	3rd run	111.00
....	4th run	92.50
80.00	5th run	92.50
80.00	6th run	92.50
$640.00		$888.00
	Increase	$248.00
	MULTIPLE PICTURES	
	3 per week	
$375.00	Original salary	$555.00
....	2nd run	194.25
187.50	3rd run	166.50
....	4th run	138.75
98.75	5th run	138.75
98.75	6th run	138.75
$760.00		$1,332.00
	Increase	$572.00

The Show-Makers

The Loretta Young Show returns to NBC-TV Sunday night with ***Rosalind Russell*** *standing in for the ailing mistress-of-eeremonies and introdueing the drama "Fear Me Not," starring* ***Phyllis Thaxter*** *and* ***Robert Preston.*** *Other stars who will substitute for Miss Young are* ***Joseph Cotten, Dinah Shore, Barbara Stanwyck, John Wayne, Lucille Ball, Ann Sothern, Irene Dunne, Alan Ladd*** *and* ***Van Johnson.***

◆

Hildegarde *will be the star guest on NBC-TV's Arthur Murray Party Tuesday night.*

◆

WPIX's "Hy Gardner Calling" tonight switches to a Monday evening time spot from its previous Thursday spot.

◆

Arthur Godfrey, *originally scheduled to return to CBS radio and TV today, has extended his vacation to September* 12. *Meanwhile,* ***Peter Lind Hays*** *will continue to substitute for Mr. Godfrey on the morning show and* ***Jack Paar*** *will continue to sit in for him on the Talent Scouts program.*

Dr. Frances Horwich *of NBC-TV's "Ding Dong School has written three new storybooks for children to be published by Rand McNally. They are "Dr. Meyer's Cow" and "Jingle Bell Jack," which will appear this week, and "Our Baby," which comes out September* 1.

◆

Jason Robards, Jr., *is the young actor who receives his first starring role on television in "Flame and Ice" on ABC-TV's Star Tonight Thursday night.*

◆

Joan Bennett *and* ***George Sanders*** *have been signed for "Yacht on the High Seas" and* ***Linda Darnell*** *for "One Life," for the new General Electric series, "The 20th Century-Fox Hour," which will have its premiere over CBS-TV September* 21.

◆

Maggie McNellis, *who conducts WABD's "Maggie McNellis Show" Mondays through Fridays, will be guest judge of Jersey City's annual Children's Fashion Show Tuesday afternoon.*

HOLLYWOOD, U. S. A.:

Edward Rissien, former Broadway production manager, has found a new niche with **Mark Stevens** as associate producer on the forthcoming "Big Town" series made under the Stevens TV company banner; while **Doe Avedon** hops aboard the producer-director-star's band wagon to become a regular on the series. Remember her as the stewardess in Wayne-Fellows "The High and the Mighty"? . . . The directorial eye of **Gilbert Kay** will explore the ocean floor background for the filming of a "Reader's Digest" segment titled "Making of a Submarine." Producer **Chester Erskine** will have the facilities of the Navy's *USS Sawfish* at his disposal off Terminal Island.

◆

Ziv has $650,000 in the coming year's budget for advertising, promotion and merchandising of his moneymakers, showing an increase of 37 per cent for this purpose over the previous period. . . . **Jack Laird** appears to be the busiest writer in the Ziv camp delivering three in a row for "I Love a Mystery," "Dr. Christian" and "Highway Patrol." . . . In addition to hosting the General Electric show, **Ronald Reagan** will prove his worth as producer on the filming of their "Seeds of Hate" episode.

◆

Bodde Screen and Projector Co. is now manufacturing a 5,000-watt dual unit hi-intensity background projector at its new San Fernando plant, located at 11541 Bradley Avenue.

◆

Fred C. Lindquist starts a two-month swing around the entire southern market today to introduce **George Bagnall's** latest 52 half-hour series, "I Search for Adventure," produced by **Sol Lesser.** Eleven west coast outlets are already set for the year. . . . Four more episodes of "Sergeant Preston of the Yukon" started rolling on location at Big Bear over the weekend. **Charles Skinner** made the first six stanzas on the strength of an interim agreement which he signed with SAG the day the strike was called. Quaker Oats is picking up the tab on this "serial."

—Samuel D. Berns



BRITISH TV COMPANY NAILS BIG U. S. COMMERCIAL DEAL

LONDON: Leon Goodman, chairman of TV Commercials, Ltd., has completed what is claimed to be the biggest single order for commercial television films ever placed.

He has made here for Peter Elgar Productions of New York 109 commercials costing $158,000 for showing on American TV. The films were made at TV Commercials studios at Barnes, London, in nine weeks.

At a press conference to celebrate the completion of the contract, Mr. Goodman said: "We have managed to sell the idea that American commercials can be produced in this country, and this project could be the start of a new type of export to America—the export of commercial TV films."

AGREEMENTS have been signed between British Actors Equity and the three programme contractors —AR, AB and Granada Theatres —covering the employment of Equity members in commercial TV.

The agreement covers not only the employment of actors in live television but also provides for the pre-recording of their performance for re-use in England and overseas other than in television films. Payments for rehearsals are to be at the standard rate of two guineas a day. Payments for repeats and overseas use of recordings will be a percentage of each artist's fee.

THE GOVERNMENT'S Television Advisory Committee has recommended that there be one television mast for the BBC and the ITA's London programmes. The BBC had planned to begin transmission from its now-being-built mast at Crystal Palace early next year. If the proposal goes through technical difficulties are likely to cause a delay of at least six months. The ITA expects to begin transmissions from there early in 1957. In the meantime ITA will open the commercial TV service September 22 from its temporary Croydon transmitter.

DICKIE LEEMAN, the one-time top BBC television producer, is joining the Associated Broadcasting Company—one of the programme contractors on the commercial television network.

For the past six months Mr. Leeman has been head of an advertising agency's television department.

AB HAVE signed Lena Horne for the "Sunday Night at The Palladium" show and Liberace to appear on film every Sunday afternoon.

CHRIS CHATAWAY, the world three-mile record holder, has signed a contract with Independent Television News as news and political commentator. He will prepare and read news bulletins and will not be concerned with sports programmes.

BBC's top panel show is to be brought back following an agreement with Maurice Winnick, who owns the British rights.

—William Pay

SHOWS ON THE MARK

How a 10-year-old child can be brought up in a grown-up atmosphere and still enjoy the advantages of childhood, is the problem posed in the premiere presentation of "It's Always Jan," the new half-hour film series starring Janis Paige, which begins over CBS-TV September 10.

◆

"Father Knows Best," starring Robert Young, makes its debut over the NBC television network August 31 with the Scott Paper Company as sponsor.

◆

For the second consecutive year the Miss America Beauty Pageant originating from Atlantic City will be covered exclusively by ABC-TV under the sponsorship of the Philco Corporation September 10.

◆

With Jack Webb and Ben Alexander in their accustomed roles, "Dragnet" begins its fifth season on NBC-TV September 1.

◆

"The Adventures of Rin Tin Tin," a Screen Gems presentation, begins its new Fall series over ABC-TV September 9 under the sponsorship of the Cereal Division of the National Biscuit Company.

◆

"Dollar a second," audience participation quiz show and stunt game with Jan Murray as master of ceremonies, returns to the ABC-TV network for the Fall season September 2. The Mogen David Wine Corp. again is sponsor.

◆

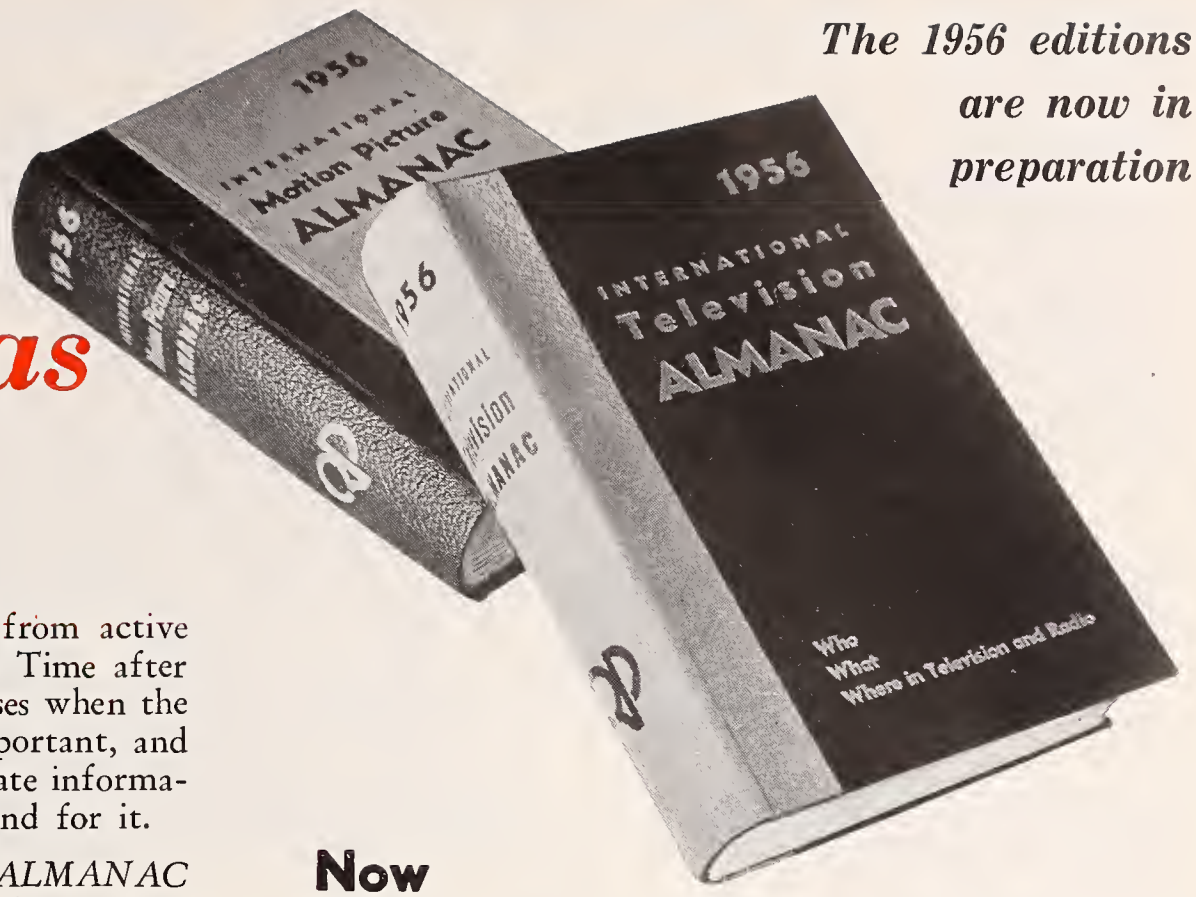
With some of the world's top tennis stars gathered in New York for the Davis Cup matches at Forest Hills, WABD has brought together some all-time great stars to participate in a special tennis exhibition to originate live from DuMont studios on East 67th Street Tuesday night. Don Budge and Jack Kramer are included.

Scoring High

Langlois Filmusic, Inc., New York, has completed scoring of a new series for RKO-NBC, "Crunch and Des." It also has signed for scoring of two new Guild Films series—"Goldbergs" and "I Spy."

"The best friend your desk has ever had"

The 1956 editions are now in preparation



'hat's a paraphrase of hundreds of letters from active ecutives to the editor of the *ALMANAC*. Time after me such letters have told of the specific cases when the riter was able to accomplish something important, and uickly, through having this source of accurate informa- on available by merely reaching out his hand for it.

Iuch of the important information in the *ALMANAC* nnot be found elsewhere — and nowhere else can any f its information be found so quickly. Each of the *LMANACS* is organized in 15 *thumb-indexed* sections. hey are designed for constant use—and they certainly et it, at thousands of executive desks every day!

Wherever motion pictures are produced, distributed or ritten about—throughout the world—the standing of *lotion Picture ALMANAC* is unique. It is unquestion- bly *the* standard reference on "Who," "What," "Where" or the entire industry. Now, with its Television sections aving become a separate complete volume, the motion icture volume is adding new and important data.

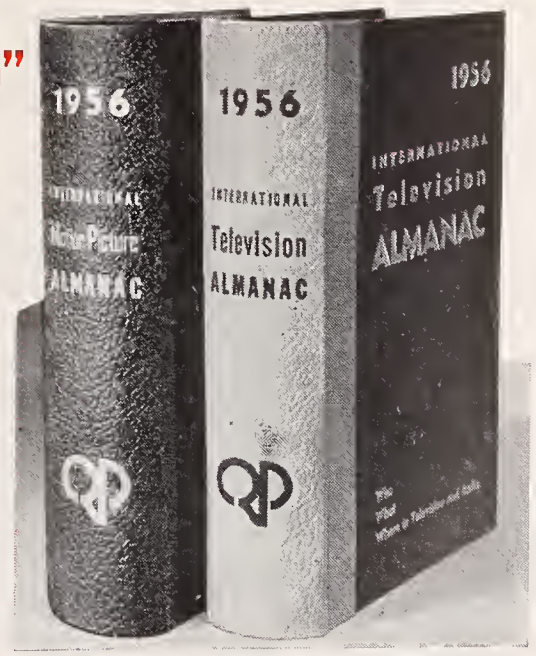
This is a revised, expanded, even-more-useful-than-ever- efore edition of *International Motion Picture ALMANAC*. Its 15 thumb-indexed sections are: Who's Who, Statistics, Corporate Structure, Circuit Lists, Drive- n Lists, Pictures (11-year list, with details), Awards, Codes, Organizations, Services, Equipment, Press, Great ritain, World Market, Non-Theatrical. The first page of ach section contains an index of the section contents, ad- itional to the complete index for the entire book. In the ew edition it is even more simple to find exactly what you vant to know—*in seconds.*

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THUMB-INDEXED SECTIONS: (1) WHO's WHO—over 11,000 concise biographies, the industry's ONLY real "Who's Who"; (2) PRODUCERS and DISTRIBUTORS—of everything for TV time; (3) PROGRAMS—an A to Z list of all shows nationally available, with all pertinent information; (4) SERVICES & EQUIPMENT—all types of services for TV production, including film and music libraries, laboratories, studio equipment, etc.; (5) CORPS.—corporate structure and executive personnel of the companies in or related to TV; (6) MOTION PICTURES—list of over 4,000 features from 1944 to now, with factual data; (7) TV STATIONS—full listings, with data; (8) AGENCIES & STATION REPS—full listings, with data and TV execs.; (9) STATISTICS—many up-to-date facts and figures of the needed kinds, plus highlight-review of the year; (10) CODES—with full text of TV Code and background data; (11) AWARDS—lists of winning shows and performers; (12) ORGANIZATIONS—national and regional, with officers, etc.; (13) CANADA—complete breakdown of TV in Dominion; (14) GREAT BRITAIN—breakdown of TV data, commercial and non-commercial; (15) WORLD MARKET—listings and status, country-by-country; Also: PRESS listings, RADIO information and a mine of other reliable data—all up-to-date and cross-indexed.

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he term has been used similarly by other ooks in these fields. Only the ALMANACS ontain a real "Who's Who"—not merely list of a few dozen selected names, but ver 11,000 actual biographies of person- lities and executives in the motion pic- ure and television fields—occupying over 00 pages. The complete "Who's Who" ; in both volumes of the ALMANAC—and *nly* in the ALMANAC.



Edited by CHARLES S. AARONSON

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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 37 NEW YORK, U. S. A., TUESDAY, AUGUST 23, 1955 TEN CENTS

Early Estimates

Damage High To Theatres in Flood Areas

Property and BO Toll Reported in Pa., N.E.

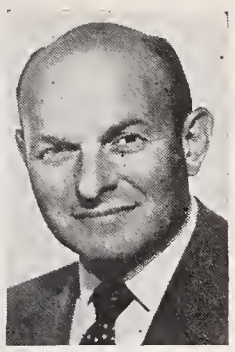
Theatre damages in the wake of the Northeastern floods which caused havoc in six states will run into hundreds of thousands of dollars, initial estimates indicated yesterday on the basis of MOTION PICTURE DAILY field reports and information gathered at home offiees here.

Affected theatres in the States of New York, New Jersey, Massachusetts, Connecticut, Rhode Island, and Pennsylvania, suffered damages vary-

(*Continued on page 4*)

Einfeld to Coast on Promotion Plans

Charles Einfeld, 20th Century-Fox vice-president, will fly to Hollywood on Friday for conferences with production head Darryl F. Zanuck, studio publicity director Harry Brand and other studio executives covering plans for the launching of the company's CinemaScope releases through the balance of the year.



Charles Einfeld

High on the agenda will be the Christmas holiday introduction of "The Rains of Ranchipur,"

(*Continued on page 4*)

Northern Ohio Area Has 63 Houses Dark

Special to THE DAILY

CLEVELAND, Aug. 22.—Sixty-three theatres, with a total of 32,533 seats, are premanently closed in the Northern Ohio area. Included are houses ranging from 200 to 1,900 seats.

The principal casualty seems to be

(*Continued on page 4*)

Wants Industry Fair To Tour Country

Special to THE DAILY

COLUMBUS, O., Aug. 22.—Independent Theatre Owners of Ohio thinks so much of the proposal to hold an all-industry exposition and fair at the New York Colosseum next year that it advances the suggestion that plans for it include breaking it up after the New York run and sending it to other cities around the country.

Robert Wile, ITO of Ohio executive secretary, points out that an industry exposition was staged at the Ohio State Fair in 1952 and the show was moved from there to the Indiana State Fair.

The exposition plan for next year was advanced by Theatre Owners of America and Theatre Equipment and Supply Manufacturers Ass'n.

To Publish Second Audience Awards Nominations Sept. 7

Announcement of the second group of exhibitors' Audience Awards nominations will be made for publication on Sept. 7, it was revealed yesterday by Robert W. Coyne, COMPO special counsel. The announcement of the nominations will be made in Hollywood by Elmer C. Rhoden, national Audience Awards chairman.

Photographs and press material about the nominations will be distributed in advance to members of COMPO's exchange area Audience Awards and press relations committees so that they can insure local publication of stories about the announcement.

The second nominations have been

(*Continued on page 4*)

'Voluntary' Remittance Curb

Say Britain Will Ask Eady Money Waiver

Deterioration of Balance of Payments Position Cited By Way of Justification

By PETER BURNUP

LONDON, Aug. 22.—It is authoritatively stated here that Britain's representatives in the forthcoming monetary agreement talks may seek a voluntary waiver on the part of the Americans to their right to remit the "extra earnings" aeeruing to them under the Eady Plan.

Under the present agreement these "extra earnings" are permitted up to £2.25 million ($6,300,000) annually. It is pointed out that this permission was agreed to have regard to the then improving balance of payments position of the U. K. That position has, however, considerably deteriorated in the last five months.

However, the Board of Trade today revealed that "a striking recovery" in Britain's dollar earning exports had been made in July, when dollar exports totaled $103,600,000, or 16 per cent more than the average monthly rate in the first half of the year. However, the excess of imports from the dollar area over exports rose to nearly $120,400,000.

The negotiations for renewal of the

(*Continued on page 4*)

High Court Asked to Rule Pre-censoring As Unconstitutional

From THE DAILY Bureau

WASHINGTON, Aug. 22.—The Kansas censorship law was challenged in the Supreme Court today, when Holmby Productions and United Artists filed a brief asking a Supreme Court review of a Kansas Supreme Court ruling upholding a ban on "The Moon Is Blue."

The distributors asked for an outright ruling to the effect that prior

(*Continued on page 5*)

London Tent Plans For '57 Convention

From THE DAILY Bureau

LONDON, Aug. 22.—Plans for London to play host to the 1957 convention of Variety Clubs International already are in work, it was disclosed at a luncheon here given by the British Tent to Robert J. O'Donnell, international ringmaster.

Tom O'Brien, M.P., and head of

(*Continued on page 5*)

B&K Signs 1st Pact For 'Guys and Dolls'

The first contract for the showing of Samuel Goldwyn's "Guys and Dolls" was signed yesterday in Chicago, the M-G-M home office announced in New York. Under the terms of the contract, the Balaban & Katz Chicago theatre will open "Guys and Dolls" on Nov. 11 for a pro-

(*Continued on page 5*)

Ready Equipment for First Rank V-V Spot

From THE DAILY Bureau

LONDON, Aug. 22.—The first J. Arthur Rank theatre likely to be equipped with the VistaVision horizontal projection system is the Gaumont in the London suburb of Hammersmith. The projectors required for the installation are now being

(*Continued on page 5*)

National Theatres Asks Government for Permission to Acquire 7 Utah Theatres

From THE DAILY Bureau

WASHINGTON, Aug. 22.—National Theatres has asked the U. S. government for permission to acquire a group of seven Utah theatres now being operated by Joseph Lawrence, a spokesman for the Department of Justice said here today.

A hearing on the petition will be held in New York Statutory Court on Sept. 2 before Federal District Judge Noonan.

Five of the theatres which NT seeks to purchase are in Salt Lake City and its suburbs, including two downtown first-runs, the Uptown and the Rialto. The other theatres are the Oak Hills Drive-in the Southeast, the Villa, the Murray, in Murray, and the Academy, in Provo.

PERSONAL MENTION

MILTON R. RACKMIL, president of Universal Pictures, has returned to New York from the Coast.

•

HARRY ROSE, manager of Loew's Poli Majestic Theatre, Bridgeport, Conn., and MRS. ROSE are marking their 35th wedding anniversary.

•

HERBERT H. GREENBLATT, RKO Radio domestic sales manager, has returned to New York from Washington and Pittsburgh.

•

IRVING H. LEVIN, president of Filmakers Releasing Organization, and HARRY MANDEL, vice-president, will leave the Coast by plane today for New York.

•

JACK DIAMOND, publicity director at the Universal-International studios, returned to the Coast yesterday from New York.

•

S. M. BERRY, of National Theatre Supply Co., Dallas, has left there with his family for a visit to Atlanta.

•

THOMAS D. GRACE, of the Eastwood Theatre, East Hartford, Conn., is recuperating from ear surgery.

•

FOSTER M. BLAKE, Universal Pictures Western division manager, will leave here today for Chicago.

•

GEORGE C. MAURER, of the M-G-M sales development department, is in Washington from New York.

•

MRS. CHARLES BOYER will arrive in New York from Europe today aboard the "Queen Mary."

•

DAVID E. ROSE, producer, will leave here today for London via B.O.A.C. Monarch.

See $95,000 Week For 'Splendored'

A first week's gross of $95,000, constituting the biggest first week in more than a year at New York's Roxy Theatre and one of the biggest non-holiday stanzas at the house, was predicted yesterday for 20th Century-Fox's "Love Is a Many Splendored Thing" in CinemaScope, by William J. Moclair, the theatre's managing director.

The Buddy Adler production opened Thursday and in its first four days racked up $63,500, highlighted by a $20,000 day on Saturday, Moclair said. The picture's first pace was said to be outdistancing Irving Berlin's "There's No Business Like Show Business," the Roxy's Christmas holiday attraction.

Altec's Perkins on Tour of Branches

C. S. Perkins, Altec Service Corp. operating manager, has left here on an extended tour which will embrace 20 cities throughout the country marking the location of various Altec division and branch offices.

A series of meetings will be held with division managers, branch managers and field engineering personnel in Pittsburgh, Indianapolis, St. Louis, Kansas City, Denver, Salt Lake City, Spokane, Seattle, Portland, San Francisco, Los Angeles, Phoenix, Albuquerque, Amarillo, Dallas, New Orleans, Birmingham, Knoxville, Raleigh, and Washington, D. C.

A. Bronstein Heads Bronstein Interests

HARTFORD, Aug. 22. — A. J. (Jack) Bronstein, head of the Bronstein drive-in interests of Hartford, has named his son, Joe, currently in charge of the East Hartford Family Drive-In, as general manager of the Bronstein enterprises.

The Bronsteins recently completed construction of the 2,018-car capacity Meadows Drive-In, Hartford, which has been leased to Smith Management Co.

The group is understood currently negotiating for additional drive-in sites in the East.

Mrs. Gould Dies; Mother of Paula

Antoinette Gould, mother of Capitol Theatre publicist Paula Gould, died yesterday at her home, here, following a long illness. Her age was 81.

Funeral services will be held at the Riverside Memorial Chapel, 76th Street and Amsterdam Avenue, today at 1:15 p.m.

Brig. Grove Dead

LONDON, Aug. 22.—Brigadier I. R. Grove, managing director of Film Transport Services and a director of several other motion-picture concerns here, died last week. He was the first commandant in 1941 of the Army Kinema Service, now the Army Kinema Corp., to which for some years he has been chief technical adviser.

'M-G-M Parade' Debut

HOLLYWOOD, Aug. 22. — "The M-G-M Parade," a weekly half-hour television program which stars George Murphy as host, will have its debut over the American Broadcasting Company's television network on Sept. 14.

Joseph Slattery Dies

OTTAWA, Aug. 22.—Joseph Louis Slattery, 68, formerly manager of Orpheum Theatre in Montreal, died in a hospital after a lengthy illness.

Committees Named For Benefit Bow of 'Left Hand of God'

A special benefit committee, composed of top-ranking diplomatic, social, civic and business figures, has been named to spearhead activities for the charity world premiers of 20th Century-Fox's "The Left Hand of God" in CinemaScope, on Sept. 21, at New York's Roxy Theatre.

Mrs. George P. Skouras, chairman of the benefit committee, announced sponsors of the premiere group as:

Ambassador Clare Boothe Luce and Ambassador Manilo Brosio. The honorary committee includes: General and Mrs. Mark W. Clark, Hon. Carmine De Sapio, Baron and Baroness Carlo de Ferrariis Salzano, Governor and Mrs. Averell Harriman, Mr. and Mrs. Irving Ives, Hon. Jacob J. Javits, Joseph W. Martin, Jr., James C. Petrillo, Fortune Pope, Princess Gabriella Pacelli, Gov. and Mrs. Abraham Ribicoff, Mr. and Mrs. Robert F. Wagner.

Mrs. Willkie a Member

Among those serving on the committee are: Mme. Margaret Draper Boncompagni, Mr. and Mrs. George Bragalini, Mrs. Wanda Horowitz, Countess Marguerite Cassini, Princess Anne-Marie Del Drago, Mrs. Carmine De Sapio, Mrs. S. Samuel Di Faleo, Chester A. Allen, Mrs. Jacob K. Javits, Maxwell A. Kriendler, Philip Liebmann, Mrs. Wendell L. Willkie, Mrs. Catherine Pope, Mrs. Fortune Pope, Marchesa Le Grand Theodoli, Mrs. Mario Braggiotti, Mrs. David Gimbel, Countess Antoinette Guerrini-Maraldi, Mrs. William Harts, Jay Kay Lazarus, Thomas Saxe, Mrs. Sylvia van der Meersch, Sarah Chapman, Denise Lawson-Johnston, Sonio Coletti, Nicholas D'Agostino, Lucia De Pew, Mr. and Mrs. Bernard F. Gimbel, Abigail Adams Johnson, Bradley Kelly, Thomas D'Alesandro, Jr., Jinx Falkenburg McCrary, Edward Wiener, Nancy Andrew, Mrs. Catherine McManus and Mrs. Joseph Neff.

Thomas Moorehead, 70

OTTAWA, Aug. 22. — Thomas H. Moorehead, 70, who started in the theatre business some 30 years ago with the construction of the Capital Theatre in Brampton, Ont., died of a heart attack while driving his car in Brampton. His business grew into a chain of theatres in Orillia, Midland, Welland, St. Thomas, London, Belleville and Ottawa, all in Ontario.

Disney Gets Citation

The Photographers Association of America has awarded Walt Disney a citation for his furtherance of professional photography. The presentation was made at the 75th anniversary meeting of the group in Chicago.

. . . NEWS ROUNDUP

Opposes COMPO Dues

Allied Independent Theatre Owners of Kansas-Missouri has gone on record in opposition to the current dues drive of the Council of Motion Picture Organizations.

■

H.E.R. Liquidating

Liquidation of the H. E. R. Laboratories here is nearing completion. S. O. S. Cinema Supply Corp. has been finding buyers for some of the equipment. The now vacant building may be converted to some other use although it was constructed for a motion picture laboratory.

■

Fire Damages Theatre

Fire in the balcony of the Hollywood Theatre, Niagara Falls, Ont., caused estimated damage of $25,000 including smoke and water in other parts of the building.

■

Stage Shows in Cleveland

Manny Stutz, manager of the Circle Theatre, Cleveland, has announced resumption of full time operation on Sept. 4 with a policy of stage shows one or two days midweek and weekends, and pictures the rest of the time. Opening feature attraction will be the Rock and Roll Revue.

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Iontague Reveals

ol. Mapping ormula for wn TV Show

Columbia Pictures is developing a rmat for a weekly television pro- am in which the company would in with the show's sponsor in selling

ew Columbia roduct to the ublic, A. lontague, Co- mbia vice- resident and eneral sales anager, said ere yesterday.

"We are try- g to plan a levision show long the lines f the Warner rothers V show," lontague stated.



A. Montague

The "Warner Brothers Presents" TV rogram will be an hour-long weekly ow for the American Broadcasting ompany and is based on three films, Cheyenne,"—western stories; "King's ow," — romance; "Casablanca,"—ad- enture. Columbia Pictures also has a ubsidiary organization, Screen Gems, hich produces films for television resentation.

Montague revealed that the film ompany has been mulling the idea f entering into the television field vith a show for some time, but thus ar has not come up with a proper ormat. The show which Columbia is planning will use the TV screen for he presentation of stories, possibly based on old films, and will also de- ote some time to new product which s being prepared for theatrical re- ease, he said.

Scotches Toronto Report

Montague also denied a statement, attributed to him at a meeting of Canadian exhibitors in Toronto re- cently, that Columbia was developing a series of 45-minute films for use on TV with part of the remaining 15 minutes devoted to selling its current product. The series was said to be called "Behind Columbia Screens."

Aldrich's 'Big Knife' For Venice Film Fete

HOLLYWOOD, Aug. 22.—Robert Aldrich's "The Big Knife" has been selected for presentation at the forth- coming Venice Film Festival, Aldrich has been informed by Ellis Arnall, president of the Society of Indepen- dent Motion Picture Producers.

Zickos, Exhibitor, Dead

FULTON, Mo., Aug. 22. — John Zikos, 62, who operated theatres in St. Louis and Fulton from 1911 to 1934, died at his home here. He was a native of Albania.

4,000 Promises to Date

Coyne Expects 8,000 Theatres To Participate in Audience Poll

By MURRAY HOROWITZ

A minimum of 8,000 theatres, situated in every state of the Union, will participate in the Audience Awards poll, it was forecast here yesterday by Robert W. Coyne, special counsel to the Council of Motion Picture Organizations, which is sponsoring the project.



Robert Coyne

Coyne made his prediction as the series of Audience Awards organizational meetings in exchange areas drew to a close.

Already, he said, 4,000 theatres have indicated that they would participate. Coyne went on to explain that although no deadline has been set, he would expect that any theatre wishing to participate would have to act at least 15 days before Nov. 17, the first day of nationwide balloting.

The COMPO special counsel said he felt that for every two theatres participating one may stay out this year. However, he added, after the first year "virtually every theatre in the country will participate," forecasting that no theatre will be "able to afford to stay out." Of the estimated 15,000 conventional theatres in the U. S., COMPO's special counsel felt that a little more than half would participate. Most of the 4,000 drive-ins, due to the season, will remain outside the poll.

Leaves Today for Coast

Coyne, who will leave here tonight for the Coast, said he expected the COMPO triumvirate to meet within a month. The meet would mark the first convening of the group since Samuel Pinanski, a member of the organization's governing triumvirate, proposed an all-industry campaign for the total elimination of the Federal admission tax.

While on the Coast, Coyne will confer with national Audience Awards chairman Elmer Rhoden on TV tie-ups for the poll campaign. He said he expected to remain there about a week before returning to New York.

Nathan E. Goldstein Plans Tour Abroad

SPRINGFIELD, Mass., Aug. 22.—Nathan E. Goldstein, owner of the Arcade Theatre here and former president of Western Massachusetts Theatres, will sail from New York on Sept. 7 for Europe, where he will spend two months visiting Israel and the principal nations of Europe. He will return to New York on Nov. 3.

While in France, Goldstein will spend some time with his son, David, Paris representative of the American advisor of the Institute for the Study of the History and Culture of the USSR.

Hirth Asks $50,000 For Collapse of Job

NEW HAVEN, Aug. 22.—In a Superior Court suit here, Elmer Hirth, of Milford, Conn., has filed suit against the E. L. Realty Corp. and Edward P. Lord, Norwich, Conn., drive-in theatre owners, for $50,000 charging the breach of an oral agreement.

Hirth claims he quit his salaried position with Stanley Warner Management Corp. on the strength of a promise by the theatre owners. He said he was offered his choice of two positions, each at a potential profit, but the drive-in owners later reneged on the deal, offering him a position with far less remunerative value than the one allegedly agreed upon.

Mrs. J. N. Welty Dies

HILL CITY, Kan., Aug. 22.—Mrs. J. N. Welty, who with her husband had operated theatres in this state since 1920, died here shortly following the couple's 50th wedding anniversary.

Answers Query

LeRoy Favors Voice in Sales For Producer

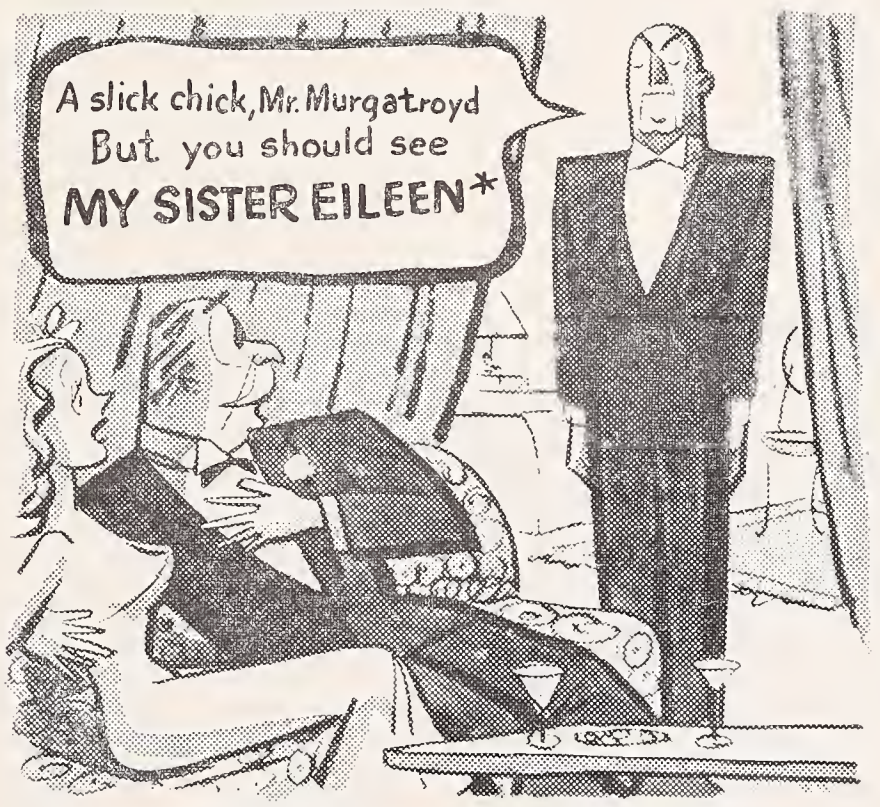
Producers and directors should have a strong voice in the distribution and sales policies which are set by the companies which release their films, Mervyn LeRoy, producer - director, declared here yesterday prior to his departure for the Coast.



Mervyn LeRoy

LeRoy, whose latest directorial effort is Warner Brothers' "Mister Roberts," stated here that "exhibitors think producing films is simple. If they think that production is easy, they should put up their own money and try to turn out films."

The veteran producer - director voiced these comments in reply to a question concerning exhibition's lament that there is a shortage of product and that the film rentals for top product are exorbitant.



* EVERYBODY AND HIS AUNT wants to see MY SISTER EILEEN, a Columbia picture, starring Janet Leigh, Jack Lemmon and Betty Garrett. The freshest, funniest Technicolor musical that ever went singing across the Cinemascope screen!

PEOPLE

Doug Amos, Hartford district manager for Loekwood & Gordon Theatres, has shifted **William Daugherty**, manager of the East Windsor, Conn., Drive-in, to a similar post at the Norwalk Drive-in, replaeing **William Hayes** who has left the eireuit to beeome manager of the Empress, Norwalk first-run, operated by Sampson-Spodick-Bialek Theatres. **Harry Sullivan** sueeeeds **Daugherty** at East Windsor. **Roy Wilcox** has resigned as manager af the Webb Playhouse in Wethersfield.

¤

Harry Rauch, viee-president of the Bureau of Industrial Serviee, a subsidiary of Young & Rubieam, will offer two eourses in television program publieity writing and network-station publicity and promotion this fall at Fairleigh Diekinson College at Teaneek, N. J.

¤

Harold Sliter has been moved from the Tiffin and Ritz Theatres in Tiffin, O., to the Holland in Bellefontaine, sueeeeding **John Teague**, in a series of managerial shifts by the Shea circuit. **Herbert Bourne** has suceeeded **Fred McBee**, resigned, at the Bueyrus in Bueyrus. **Thomas Iean** replaees **Paul Pine** at the Ravenna in Ravenna, while **Lec Willis** has been transferred from Piequa to Tiffin.

Northern Ohio

(*Continued from page* 1)

Cleveland itself, with the elimination of 14 theatres, Akron, where eight have been elosed, is next, while Toledo has four houses shut. The others are loeated in the smaller towns.

Otto Lang Now TCF Executive Producer

HOLLYWOOD, Aug. 22.—Darryl F. Zanuek, 20th Century-Fox viee-president in charge of production, has appointed Otto Lang to executive producership at TCF Produetions, the company's television subsidiary, and assigned story editors David Brown and Julian Johnston to oversee the preparation of television seripts.

Lang's appointment does not affect Sid Rogell's over-all eontrol of television produetion.



Flood Toll High in N. E.

(*Continued from page* 1)

ing from power-line failures to eomplete inundation.

Here are the highlights of the situations:

Pennsylvania: Governor Leader has deelared Eastern Pennsylvania area a disaster area. Six disaster command posts have been set up at State Poliee headquarters in Stroudsburg, Blakels, Bethlehem, Fairless Hills and Milford. There is a state of emergeney in the Seranton-Wilkes-Barre area, with restricted telephone serviee in effeet. The Comerford Circuit headquarters in Scranton reported all theatres closed there by order of the mayor. Although all Scranton theatres have been elosed sinee Thursday night, there is hope they may reopen today or tomorrow. In Hawley, Pa., the Ritz has elosed and the town is under martial law. In Stroudsburg, two theatres, both independent, are elosed. Several drive-ins are reported under water with the Boulevard Drive-in, near Philadelphia, and the Burlington Drive-in, Burlington, N. J., known to be among them. Theatres in several of the flood-strieken areas are being used to house the homeless.

Connectieut Hard Hit

Connectieut: Many Connecticut theatres are dark from loss of electrieity. One Boston eircuit, owners of houses in that state, stated that in the Putnam, Milford and Quinnebaug areas it would not be feasible to try to play a program even if temporary equipment eould be set up. The eitizens are all busy rallying to the cause of repairing the damage. Stanley Warner reported that the State, Waterbury, was elosed down with the exeeption of a matinee on Sunday due to the laek of power.

Business in North and Northwestern Conneetieut was dealt a shattering blow by the weekend flash floods that eaused damage to business and home distriets amounting to millions of dollars. Upward of 30 theatres, ineluding drive-ins, were reported not operating at the weekend, with both eireuit and independent exeeutives striving to resume power service and elean out water-soaked interiors.

Drive-ins Suspend

Massaehusetts: Several drive-ins were put out of eommission. The Quaker Drive-in, Uxbridge; the Skyview, Broekton; the Sturbridge, Sturbridge; the Sutton, Sutton; and the Oxford, Oxford; were all foreed to elose over the weekend although the Skyview reopened on Sunday night. It is not known when they will be ready for their regular sehedule. Peter Marrone, who operates the Sturbridge and the Edgemere drive-in 11 miles away, offered the latter spot for a haven for autoists stranded on their way to New York. The Edgemere is on Route 20 and miraculously escaped damage.

New York: Flood damage to theatres in the Albany exehange distriet was not extensive, aeeording to information available yesterday. The Copake, in Copake, N. Y., was flooded and its proprietors, Edward MeIntyre and Mrs. Inez Ferguson, his sister, were marooned for 11 hours, when a ereek burst over its banks and poured a torrent of water into the Columbia County Village. Few reports of damage to theatres in the hard-hit Catskill Mountain area were received here. State Film Serviee had a truek stalled in the Lower Catskills Friday. Two Pittsfield, Mass., four-wall houses and a Lanesboro, Mass., drive-in eould not get prints from Boston due to flood eonditions and made pick-ups in Albany.

Power Failures in Jersey

Power failures in many Northern New Jersey theatres also were reported.

Einfeld to Coast

(*Continued from page* 1)

Frank Ross produetion starring Lana Turner, Riehard Burton and Fred MaeMurray; and "The Tall Men," starring Clark Gable, Jane Russell and Robert Ryan, whieh will be pre-released in September in a few specially seleeted situations as the first step of a special playoff pattern.

Conferenees also will foeus on the advanee eampaigns for "Carousel," starring Frank Sinatra, Shirley Jones and Barbara Ruiek, whieh went before the CinemaScope cameras this past weekend on loeation in Booth Bay, Maine; as well as "Good Morning, Miss Dove," "The View From Pompey's Head" and "The Lieutenant Wore Skirts."

The viee-president further will meet with Sid Rogell, production chief of the eompany's newly-created TV subsidiary TCF Television Productions, on the fortheoming video series for General Eleetric being shot at the Western Avenue studio.

Audience Awards

(*Continued from page* 1)

made by exhibitors from pietures released during April, May and June. Exhibitors have voted for the five best pictures, five best performanees by aetors, five by aetresses, five most promising new male personalities and five most promising new female personalities.

These five nominations in eaeh eategory will be added to 10 nominations in eaeh eategory previously annouueed.

Five additional nominations in eaeh category remain to be made by exhibitors. Based on pietures released in July, August and September, these will be announeed shortly after Oet. 15, elosing day for reeeipt of exhibitors' third nominating ballots.

The 20 nominations made in eaeh eategory by exhibitors will be earried on the ballot which the publie will use in the balloting that will take plaee in theatre lobbies Nov. 17-27 inelusive.

Water Rush After 'Girl Rush' in Conn. Publicists to Rescue

The flood in Waterbury, Conn., coming on the heels of the premiere there of Paramount's "The Girl Rush," wrote a new chapter on "The Importance of Field Men in Emergeneies."

It also found Paramount newsreel men on hand to reeord the path of destruetion because, unknowing of what was to happen the following day, they had arrived on Thursday to film the premiere festivities that night at the State Theatre.

Paramount publicists Arnold Van Leer and Bob Montgomery found themselves in the midst of the flood with a group of New England eritics and Rosalind Russell as their charge. The New York eontingent of newspapermen, lay and trade press erities, brought up by train with the others for the premiere, eseaped the flood by leaving the same night.

Bellboys Drafted

However, the New England group was seheduled to leave Friday. Waking up at 6:15 A. M., Van Leer found his air eonditioner and lights off, with the wind and rain on the outside blowing hard. He alerted the bellboys to round up the New England newspapermen at the Hotel Elton, where they were quartered. Then he eommandeered taxi eabs and loaded in the eritics to be driven to New Haven. They left Waterbury none too soon. That area was put on emergency 15 minutes after they left. By a series of trains and buses they all arrived safely in Boston.

Bob Montgomery, Paramount home offiee publieist, tried to get out of Waterbury with Miss Russell on Friday by ear, with the railroads no longer running. Miss Russell had to be in New York to rehearse for Sunday's Ed Sullivan TV show. However, both had to return within three-quarters of an hour because the main roads were flooded. The Automobile Assoeiation of Ameriea eame through with a suggested route through the backroads gested route through the baekroads,

Anglo-U.S. Talks

(*Continued from page* 1)

Anglo-Ameriean film remittanee agreement are presently seheduled to be held here Sept. 15-16. Indieations are the Ameriean team will ask for a one year extension of the present agreement with, perhaps, minor modifieations.

Seheduled to attend the sessions are Erie Johnston, Motion Pieture Association of Ameriea and M. P. Export Assoeiation, president; G. Griffith Johnson, MPEA viee-president; F. W. Allport, MPAA British representative; Ellis Arnall, president of the Soeiety of Independent M. P. Produeers, Hollywood, and John Lamont, head of the Independent Film Produeers Export Corp.

TENT TALK

Variety Club News

ALBANY, N. Y. — Officials and members of the Albany Variety Club attended the dedication of an $1,800, rustic-style boathouse donated to Camp Thatcher by the Albany County Restaurant and Liquor Dealers Association. A dinner was held following the ceremony.

△

HOUSTON. — Chester Lauck, the "Lum" of the "Lum" and Abner" team, has become a member of the Houston Variety Club. He will act as assistant to the master of ceremonics for the organization's Saturday night parties. Rex Van is the master of ceremonies.

△

NEW ORLEANS. — The Cerebral Palsy project of the State of Louisiana has been chosen by the New Orleans Variety Club as its permanent charity. The project aims at the establishment of an evaluation and treatment center giving to children in small towns and rural centers the same medical advantages as are available to those living in New Orleans.

High Court Asked

(*Continued from page 1*)

censorship of films is unconstitutional on the face of it. The highest court has failed to go this far in previous rulings.

The brief asked that the specific banning of "Moon Is Blue" as "obscene, indecent and immoral and such as tend to debase or corrupt morals" be set aside, because the terms are "broad, vague and indefinite" and therefore violate constitutional guarantees. Ohio and New York censorship statutes were hit on these grounds in Supreme Court rulings on "M" and "La Ronde," respectively.

A third ground for the appeal was the fact that the Kansas Supreme Court had upheld the local censors without viewing the film, but purely on the grounds that the laws do not violate either the Kansas or U.S. Constitutions.

The District Court of Wyandotte County, in which the film was banned, followed the U.S. Supreme Court "M" and "La Ronde" decisions and found that the Kansas law was "so broad and vague as to render it unconstitutional as a basis for censorship." The court issued an injunction preventing interference with exhibition on "The Moon Is Blue."

The Kansas Supreme Court overturned this decision, finding that such words as obscene, indecent and immoral are defined with sufficient clarity in dictionaries and therefore are not vague and indefinite.

In today's appeal to the U.S. Supreme Court, the distributors made the point that the Kansas Supreme Court should have reviewed the film to determine whether there was any basis for terming it obscene. With no recourse to the courts, it was argued, there is no cheek on "the bigot or fanatic seated in the office of the censor with unbridled power completely unrestrained by the courts of law."

REVIEW:

THE BAR SINISTER

M-G-M—CinemaScope

HOLLYWOOD, AUG. 22

AFTER A FEW EARLY SCENES of pit-dogfights as conducted in the Bowery bar-rooms of the 1890's are out of the way, and best forgotten about, this produetion by Henry Berman of a Richard Harding Davis dog story straightens out to become as fine a pieee of entertainment as the canine-minded majority of the 1955 citizens of this planet could ask reasonably to see in one lifetime. For this is a different kind of dog story than any the screen has seen—different from the Lassie kind, the Rin-Tin-Tin kind, the Disney kind—and you don't have to be a dog-lover to enjoy it, 'though it helps. In fact this is, of all things, a dog story for adult audienees, to the exelusion of most people's children; and more's the pity, so to speak, because it needn't have been cluttered up with the tawdry people-to-people ineidents that restriets its exhibition, uphappily, to grownups.

The dog hero of the story, scripted by John Michael Hayes, is Wildfire, wearing his own name throughout, who enters the picture as a tramp Bull Terrier roaming the waterfront with his unwed mother who confides to him that his father is a reigning champion who loved her and left her, without ceremony. The camera then follows Wildfire's hazardous career through a year of pit-fighting that takes him to the top of that ladder and back to the gutter, and then onward and upward, in the care and custody of a rich man's stable boss, to the wresting of the national bull terrier championship from his own father in a Madison Square Garden dogshow which the pair of them stampede forthwith in a wildly amusing semi-finale.

The use of off-screen narration, supposed to be spoken by Wildfire, is extremely effeetive throughout.

Eastman color and CinemaScope are boons, both in the entertainment sense and as exploitation values, to an attraction unequipped with sight-selling star names.

Direction by Herman Hoffman, in a very special field, is in the neighborhood of a work of genius.

Foremost players are Jeff Richards, as a Bowery no-good living off of women and Wildfire; Edmund Gwenn, the kindly stableman who nurses Wildfire to health and fame; Dean Jagger, as the millionaire who finds new life interest in Wildfire; and Jarma Lewis, as the Bowery beauty who supports Richards.

Running time, 86 minutes. Adult classification. Release date, Sept. 23.

WILLIAM R. WEAVER

Ready Equipment

(*Continued from page 1*)

manufactured by the Rank Organisation's British Optical and Precision Engineers.

The Leicester Square Odeon is also undergoing a structural survey with a view to a horizontal installation.

London Tent

(*Continued from page 1*)

the National Association of Theatrical and Kine Employes, has accepted the chairmanship of a convention committee. A party of 18 members of the British Tent plan to attend the 1956 Variety convention—the 20th—in New York.

B&K Signs

(*Continued from page 1*)

longed run. The theatre will eliminate stage shows for this engagement.

The contract includes provision for the largest advertising and promotion budget ever used by a motion picture theatre in the Middle West, M-G-M said. Dave Wallerstein signed the papers for Balaban & Katz and Burtus Mishop Jr., for M-G-M, distributors of the Goldwyn production.

Two Popcorn Firms Consolidate in K.C.

KANSAS CITY, Aug. 22.—L & L Popcorn Co. and Poppers Supply Co. have merged, but will continue operations as L & L Popcorn Co., Poppers Supply and Servemaster Corp. There will be no changes in personnel now serving regular customers.

Howard Strum and associates own Poppers Supply and Woodie Latimer operates the L & L Co. The new firm's office will be on Film Row here, where a new sales display room and an office layout are planned.

In the THEATRE EQUIPMENT and Refreshment WORLD . . .

. . . with RAY GALLO

A new coin-operated photo vending machine will be introduced to theatre exhibitors at the trade show of the Theatre Owners of America in Los Angeles October 6th through 9th. Made by the Auto-Photo Company of Los Angeles, it employs a new electronically controlled lighting process designed to eliminate distortion and blur in the photographs taken. The patron operates the machine himself by simply dropping a quarter in the coin slot and posing for four pictures which can be taken within 30 seconds and then developed within three minutes.

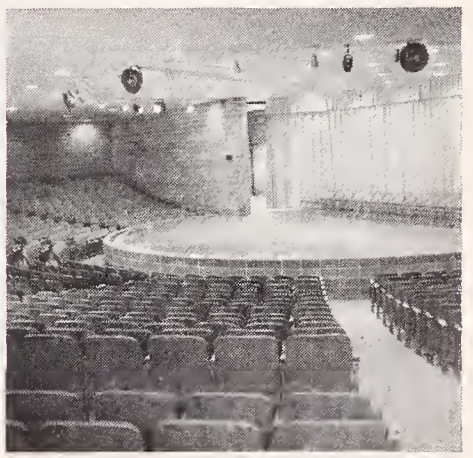
•

Among the equipment also to be on display at the TOA trade show are incandescent and fluorescent lamps and other electronic products made by Jewel Electric Products, Inc., Bloomfield, N. J. The company will feature a new mercury vapor lamp which is designed for an in-service performance life of 12,000 hours and also a "6,000-hour incandescent lamp."

•

The appointment of Guy Odom as sales engineer of the Theatre Seat Service Company, Nashville, Tenn., has been announced by Fred H. Massey, president. He will help in the company's plans for continued expansion of its production and promotional facilities, Mr. Massey said, emphasizing service to new accounts in the theatre field.

•



Pictured above is the new auditorium-studio of radio station WNOX at Knoxville, Tenn., the 1,250 seats for which were installed by the Eastern Seating Company of Springfield Gardens, Long Island, N. Y. The entire installation in the very modern studio was under the supervision of Nick Diack, president.



BUSIEST DOCTOR AROUND!



HAS BROKEN FIRST RUN RECORDS THE COUNTRY OVER

NEW YORK—24 WEEKS · LOS ANGELES—10 WEEKS · PHILADELPHIA—8 WEEKS

ATLANTA—4 WEEKS · KANSAS CITY—7 WEEKS · DALLAS—4 WEEKS

INDIANAPOLIS—10 WEEKS · WASHINGTON, D. C.—16 WEEKS · SAN FRANCISCO—12 WEEKS

BOSTON—8 WEEKS · ST. LOUIS—9 WEEKS · NEW ORLEANS—3 WEEKS

BALTIMORE—11 WEEKS · DETROIT—8 WEEKS



What the Merry Medics know about anatomy they never learned from books.

DOCTOR IN THE HOUSE

Color by TECHNICOLOR

A J. Arthur Rank Organization Presentation

A REPUBLIC RELEASE

NOW DATING TOP CIRCUITS EVERYWHERE!

LOEW'S
FOX WEST COAST
BUTTERFIELD CIRCUIT
NEW ENGLAND THEATRES
INTERSTATE CIRCUIT (TEXAS)
BALABAN & KATZ
COMERFORD THEATRES
CONSOLIDATED THEATRES
STEWART & EVERETT
CRESCENT AMUSEMENT CO.
COOPERATIVE—DETROIT
H. & E. BALABAN
E. M. LOEW'S THEATRES
STANLEY WARNER
INTERSTATE THEATRE CORP.
KALLET THEATRES
LIGGETT & FLORIN
J. NETH REAL THEATRES
TRANS-TEXAS THEATRES
GIBRALTAR ENTERPRISES
WESTLAND THEATRES
STANDARD THEATRES
CONNECTICUT THEATRE CIRCUIT
BLUMENFELD THEATRES
TRI-STATE THEATRE CORP.
PRUDENTIAL THEATRES

AVAILABLE FOR GENERAL RELEASE

CONTACT YOUR NEAREST REPUBLIC BRANCH!

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 38 NEW YORK, U. S. A., WEDNESDAY, AUGUST 24, 1955 TEN CENTS

ohnston to Confer

eek to Retain emittances in .K.-U.S. Pact

dy Waiver Report lled 'Discouraging'

firm stand for the present remitce provisions of the Anglo-Ameri film pact will be taken by the S. delegation to the forthcoming .-U.K. film talks in London, it was ed here yesterday by a source se to the Motion Picture Associa of America.

The foreign managers of the asso ion met yesterday and formally nted authority to MPAA president c A. Johnston to negotiate for the

(*Continued on page* 5)

olor to Highlight MPTE Meeting; ellows Selected

Color in motion pictures and tele ion will be the theme of the 78th nvention of the Society of Motion ture and Television Engineers to held at the ake Placid lub, Essex ounty, N. Y., ct. 3-7, it was nnounced Glenn E. atthews, pro am chairman. Matthews said at the pro am committee ad arranged r 10 or more chnical ses ons dealing th color materials and their uses,



G. E. Matthews

(*Continued on page* 4)

anuck, Skouras to alk Product in UK

Conferences on foreign production als of 20th Century-Fox will start xt week in London, the principal rticipants to be Spyros P. Skouras, esident; Darryl F. Zanuck, vice esident in charge of production, and

(*Continued on page* 6)

TOA Likes ITOO's Proposal to Place Exposition on Road

The suggestion by Independent Theatre Owners of Ohio for a "road-show" run of the proposed all-industry exposition and fair which the Theatre Owners of America and Theatre Equipment and Supply Manufacturers Association plan to hold in 1956, was welcomed here yesterday by TOA. However, the question was asked: "Who will pay for the show's expenses on the road?"

According to a spokesman for TOA, the ITOO suggestion advanced by that unit's executive secretary Robert Wile, would create a wonderful public relations project for the industry.

TOA and TESMA are currently

(*Continued on page* 5)

Says Brazilian Film Situation Hopeful

An expression of hope that Brazil will liberalize its rental ceilings and raise its admission prices was voiced here yesterday by Robert J. Corkery, vice-president of the Motion Picture Export Association.

Corkery delivered what was called an optimistic report on Brazil to a meeting of the MPEA here yesterday. Corkery, reporting on Argentina, said

(*Continued on page* 6)

U. K. Studios To Up Wages

By PETER BURNUP

LONDON, Aug. 23.—A revised offer to increase the wages of studio workers here by an undisclosed amount retroactive to Aug. 1 was made by the British Film Producers Assn. at a negotiating meeting here today and accepted by the studio unions.

Representatives of the unions involved, the National Association of Theatrical and Kine Employes and the Electrical Trades Union, will report now to their respective executives on the agreement.

The agreement follows a one-day

(*Continued on page* 5)

World Premiere of 'Dolls' Here Nov. 4

Samuel Goldwyn's "Guys and Dolls" will have its world premiere at the Capitol Theatre here on Nov. 4, under the terms of a contract signed by Joseph R. Vogel, president of Loew's Theatres, and John P. Byrne, eastern sales manager for M-G-M, the distributor.

The Capitol deal is the second motion picture theatre contract signed for the picture, the first being for the Chicago Theatre in Chicago, which is slated to open on Nov. 11.

Offers Cinepanoramic

New Rep. Lens for Camera Only But Compatible With All Media

From THE DAILY Bureau

HOLLYWOOD, Aug. 23.—Exchanges of Republic Pictures will be supplied with standard prints of all pictures produced by the company in its Cinepanoramic anamorphic wide-screen process, according to a Republic spokesman.

The newly-developed process, Cinepanoramic, is a photographing lens which can be projected through Panavision, CinemaScope, SuperScope or other anamorphic projection lenses in general use, the Republic official declared.

The Republic lens was developed by that studio's head of research and engineering, Dan Bloomberg, in association with Distributeurs Nationale Cinematographique of Paris. Republic Pictures will not enter the projector-lens distribution field with Cinepanoramic, the company official said.

The lens, according to the Republic spokesman, fits the regulation Mitchell camera and is used as a front lens in conjunction with the standard back lenses.

Republic's first Cinepanoramic picture is to be "The Maverick Queen," which will star Barry Sullivan, Scott Brady and Barbara Stanwyck. The company did not definitely state the number of pictures which will be made in the new photographing process.

Drive-ins Hard Hit

Some Theatres In Flood Areas Now Reopened

Too Early to Estimate Actual Dollar Damages

Many flood-affected theatres in the Northeast began to resume operations yesterday, while others remained shuttered, either due to the extent of the destruction or local conditions, according to reports received from MOTION PITURE DAILY field correspondents and circuit home offices here.

Circuit officials here and exhibitors in the flooded areas, questioned as to the estimated damages, replied in the

(*Continued on page* 5)

NSS Organization To Honor Dembow With Sales Drive

National Screen Service will honor its new president, George F. Dembow, with a nation-wide sales drive to be known as the "Geo. F. Dembow Tribute," it was announced by Burton Robbins, vice-president. The drive will be for a period of 15 weeks beginning Sept. 5 and running through Dec. 15.



George Dembow

Robbins stated that the regional meetings held throughout the country with home office ex-

(*Continued on page* 6)

RKO Suspends Sales Of Hughes' 'Sinbad'

Daniel T. O'Shea, president of RKO Radio Pictures, yesterday confirmed an earlier published report that the company's sales force has been instructed to suspend selling on Howard Hughes' production, "Son of Sin-

(*Continued on page* 4)

PERSONAL MENTION

WALTER SELTZER, Hecht-Lancaster vice-president, will return to New York today from Europe.

•

LEO F. SAMUELS, Buena Vista president and general sales manager, returned to New York yesterday from Detroit and Chicago. He will leave here today for a vacation.

•

CHARLES DORTIC, Columbia Pictures West Virginia salesman with headquarters in Pittsburgh, has returned there following a visit to Albany, N. Y.

•

HILDY PETERSON, manager of Northwest Releasing Corp., Portland, Ore., was dined there by her associates on the occasion of her 10th anniversary on Film Row.

•

JACK H. HARRIS, Exploitation Productions sales chief, has left New York on a trip to key cities of the South.

•

KENNEY HUGHES, Portland, Ore., theatre manager, and MRS. HUGHES are celebrating their 20th wedding anniversary.

•

CHARLES LESTER, National Screen Service Southern district manager, has returned to Atlanta with MRS. LESTER from Europe.

•

BEN SIMON, formerly 20th Century-Fox branch manager in New Haven, will leave there shortly for Los Angeles.

•

PETER LEROY, of the Blue Hills Drive-in, Hartford, has returned there from Boston, where he underwent surgery.

•

MIRIAM CROZER, secretary to WALTER BARBER of Universal Pictures, has announced her engagement to DAVID MONHEIT.

Glett Hospitalized

SANTA MONICA, Cal., Aug. 23.—Charles L. Glett, executive vice-president of RKO Radio Pictures in charge of the studio, is a patient at St. John's Hospital here, where he was admitted last weekend after an attack of pneumonia. The hospital reported his condition as good today and said he is expected to be discharged within a few days.

Mrs. W. H. Dillon Dies

MOREHOUSE, Mo., Aug. 23.—Mrs. W. Harry Dillon, whose husband operated the Dillon Theatre here for many years, is dead.

'Hell and Back' Big In Texas Runs

Universal's "To Hell and Back" was reported this week to be hitting records in its pre-release Texas territorial openings. The picture had its world premiere in San Antonio's Majestic Theatre last Wednesday and in its first five days grossed $26,549.

The score for the initial three days at the Majestic, Dallas, was $17,304; State, Calveston, $5,269; Paramount, Amarillo, $6,529; Waco, $5,639; Plaza, El Paso, $11,837; Plaza, Laredo, $3,132, and the Jefferson, Beaumont, $5,742. Two-day grosses at the Worth, Fort Worth, and the Paramount, Austin, were $10,055 and $5,582, respectively.

Levy in Consultant Post for Cinema-Vue

Charles Levy has been retained as special consultant to direct advertising, publicity and sales promotion activities for the Cinema-Vue Corp., it was announced by Joseph P. Smith, president of the newly activated company. The Cinema-Vue Corp. is an organization of national scope, set up for the exclusive distribution of films for television.

Levy, prior to forming his own motion picture and television public relations firm, was for 12 years advertising, publicity and exploitation director for Walt Disney Productsions and Buena Vista. He will continue to maintain his public relations office.

Schlanger to Fill Albany Fabian Post

ALBANY, N. Y., Aug. 23.—Sonny Schlanger, district manager for Fabian Theatres in Staten Island, N. Y., will assume the duties of Albany Division Manager for the circuit, replacing Saul J. Ullman, who has taken a six-month leave for reasons of health.

Schlanger's post will be assumed by Adrian Ettleson, district manager for Clifton, N. J.

Randolph Scott Signed

HOLLYWOOD, Aug. 23.—Wayne-Fellows has signed Randolph Scott to star in "Seven Men from Now," which starts at Lone Pine, Calif., Sept. 25 for Warner Brothers release.

Franklyn in Jacobs Firm

HOLLYWOOD, Aug. 23.—Veteran publicist Irving R. Franklyn has joined the Arthur Jacobs Company, public relationists, as an executive associate.

Homer Wood Is Dead

COLUMBIA, Mo., Aug. 23.—Homer G. Wood, who had managed theatres in Columbia since 1909, died at his home here.

Todd-AO Bowing Out From Chicago Trade Show of TESMA

Todd-AO Corp. has requested cancellation of its contract with Theatre Equipment and Supply Manufacturers Association to demonstrate its "all-purpose" projection equipment at the Allied States-TESMA trade show in Chicago in November. L. D. Netter, Jr., sales executive of Todd-AO, said that there were not sufficient trained personnel available to man the booths.

Increasing commitment for theatre installations also probably will prevent a showing of "Oklahoma!" in Chicago during the trade show, Netter said, although his company expects an installation to be completed at about the time of the trade show. If the installation is completed in time, Netter declared, Todd-AO "will be glad to consider an invitation to TESMA and Allied delegates to attend such a showing.

Regional Openings a Factor

"We have made every effort to be completely fair in our dealings with theatremen," Netter stated, "and since we are not sure we will be ready in Chicago in time for the trade show I want to make it clear that our invitation to the showing of "Oklahoma!" in Todd-AO cannot continue in effect, at least until we know better how we will stand as far as our installations and regional openings are concerned. We certainly will not have enough trained personnel available to man our booths at the trade show and we therefore have requested TESMA to cancel our contract."

75% of TOA Trade Show Space Taken

Seventy-five per cent of the space alloted to the trade show which will run in conjunction with the annual convention of Theatre Owners of America at the Hotel Biltmore in Los Angeles, Oct. 6-9, has been reserved or committed to producers, manufacturers, distributors of equipments, etc., according to TOA.

The TOA trade show will feature several display booths by soft drink companies, such as Coca-Cola and Pepsi-Cola, the latter also hosting an afternoon and evening party at DisneyLand for convention delegates. Prominent at the trade show will be a playground display for drive-ins.

'Beach' Held Over

For only the third time in the recent history of the New York Palace Theatre, a feature picture will be held over for a second week on Friday when Universal-International's "Female on the Beach," will begin another week on the Palace screen.

. . . NEWS ROUNDUP

Harris Gets WB Film

When "The McConnell Stor arrives in the J. P. Harris Theat in Pittsburgh on Sept. 2, it will ma the first Warner picture ever to pl this house. Warner product alm invariably plays the Stanley, but t big de-luxer is tied up with "M Roberts" which looks like a fou week run there.

■

Dedicate Cottage

Formal dedication was held of t Sam Abend Memorial cottage Camp Santosage, a project for und privileged boys near Independen Mo. Abend, a Polish immigra founded Exhibitors' Film Delive Service in Kansas City, where helped members of his family a local persons to achieve success. T cabin was built with funds co tributed by industry members.

■

To Produce Buffalo Films

The industry-community relatio committee of the Buffalo Jun Chamber of Commerce plans to pr duce a "promote Buffalo" film. T 30-minute picture will be made Holland-Wegman studios of Buff and will be ready about Octob 1956. After a local showing, the fi will be released to TV statio throughout the nation. It will financed through subscription business, industry and private citize

■

Pathe Color Deal

James S. Burkett, West Coast ma ager of Pathe Laboratories, Inc., l announced that a deal had been co cluded with Boris Petroff to proc his forthcoming feature, "City Women," in widescreen Pathecol Picture is slated to roll on or abo Sept. 1.

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★OFFICES
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THE RAVE REVIEWS BEGIN!

(Excerpts from M. P. Daily, typical of the great notices. Here's another M-G-M musical smash to follow "Love Me Or Leave Me.")

"The applause that followed nearly all of a dozen song and dance specialties was enough to convince any reviewer that 'It's Always Fair Weather' has a halo of sunshine surrounding its record-breaking destiny.

"The reviewer can still hear echoes of the applause for Kelly's roller-skating specialty; the hilarious song and dance production number in Stillman's Gym, with 'mugs' and 'pugs' participating in a bright routine delivered by the vibrant Charisse; Dailey's hysterical rendition of 'Situation-Wise,' and his liquor-soaked antics parodied to the William Tell Overture; Dolores Gray's satirical role, drawn as the female counterpart of some of the nation's top TV shows emcees, and her show-stopping 'Thanks a Lot, But No Thanks.' The clipt reaction shots, and the strange-interlude treatment of special lyrics to the tune of the 'Blue Danube' by Kelly, Dailey and Kidd, and the effect of their sensational tri-split screen dance routine, will bring customers back to see this show again and again."

YES, IT'S ALWAYS FAIR WEATHER

when M-G-M assembles a brilliant cast of talents and pours its resources into a great screen musical. Next attraction at Radio City Music Hall. Nationwide delight for Labor Day.



M-G-M presents in CinemaScope · "IT'S ALWAYS FAIR WEATHER" starring GENE KELLY · DAN DAILEY · CYD CHARISSE · DOLORES GRAY · MICHAEL KIDD · Story and Screen Play by Betty Comden and Adolph Green · Music by André Previn · Lyrics by Betty Comden and Adolph Green · Photographed in Eastman Color · Directed by Gene Kelly and Stanley Donen · Produced by Arthur Freed

P. S. Plus Hal March, M.C. of TV's famed "$64,000 Question" program

(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)

British Radio Show Closing Averted by Bonus Payments

From THE DAILY Bureau

LONDON, Aug. 23. — Employers participating in the National Radio Show here agreed during all day negotiations to pay Electrical Trades Union members and other work people connected with the show a bonus of five shillings per day.

The agreement averted a strike which threatened to close the show. The exhibition will now open Friday, instead of tomorrow as originally scheduled.

The radio trade here year by year regards the exhibition as its greatest selling opportunity but, with the pending inauguration of commercial television, particularly so this year. Optimistic manufacturers talk of selling sets to the value of £90,000,000 in the next 12 months. Employers said their settlement with the workers was "entirely without prejudice and in the national interest."

Audie Murphy Guest

Universal will be host to trade press editors at a luncheon at the Laurent restaurant here tomorrow for Audie Murphy, star of the company's new released "To Hell and Back."

The significant developments in television and their meaning . . .

Every Monday in

Television Today

Right at the start of the week—through an interpretive new style of trade paper journalism — this concise report of the significant news and events keeps you posted quickly and easily.

Television Today

Published every Monday in conjunction with *Motion Picture Daily*

Television--Radio

with Pinky Herman

WALT DISNEY'S newest TVehicle, "The Mickey Mouse Club," will ABChannel across the country five times a week at 5:00 P.M. in all time zones starting Monday, Oct. 3, will highlight a daily serial, a daily animated cartoon, a Mickey Mouse newsreel, depicting news about youngsters all over the world, a "Jiminy Cricket Presents" (Thursday) segment and an aggregation of 24 talented youngsters, "The Mousketeers," who'll be picked by scouts all over the nation. . . . Charles H. Green, formerly with Doyle, Dane & Bernbach as radio-TV production manager, has joined George Blake Enterprises as account exec. . . . "Miss" Sydney Smith, whose sparkling NBChit chat for the past year has earned her an inerease in time from 15 minutes to a half hour daily (2:30-3:00 P.M.) will sub until Sept. 2 for vacationing Tex & Jinx.

☆ ☆ ☆

Due to lack of space our column last week was cut in half and a well-deserved pat on the back to Phil Clarke was left out. So we will take an unusual step and re-write the item in its entirety. The current (Aug. 14) issue of the "New York Herald-Tribune's" Radio-TV mag carries the result of a teen-ager poll in N. Y.'s five boroughs and the amazing fact (not to us) shows that their favorite radio programs are 1—Baseball; 2—Mr. Keen; 3—Lux Radio Theatre; 4—Amos 'n' Andy; 5—Dragnet. Inasmuch as baseball is a seasonal sport and cannot be construed as "theatre" in an exact sense, then the famed CBSeeker of lost persons, "Mr. Keen" (Phil Clarke) is to be congratulated two-fold: for year after year maintaining greater popularity over vastly higher-budgeted programs and because his programs are the antithesis of the "blood and thunder" type of radio fare which parents and civic leaders alike blame for the national juvenile delinquency disgrace. Probing a bit further we may find an encouraging note in the New York teen-agers five radio program favorites which include baseball (sports); Mr. Keen (mystery-suspense); Lux Radio Theatre (drama); Amos 'n' Andy (comedy), and Dragnet (respect for the law).

☆ ☆ ☆

Jan Murray left last night for Hollywood where he'll talk a picture deal that Abe Lastfogel is working on. He'll stay at Milton Berle's home until he returns East for the Sept. 2 resumption of "A Dollar a Second" on ABC-TV for Mogen David Wine which Dave Brown produces. . . . Charles Levy, for 12 years ad & pub. chief for Walt Disney Productions and more recently head of his own motion pix and TV public relations firm, has been signed as special consultant for advertising, sales and promotion by Joseph P. Smith, president of Cinema-Vue Corp., distributors of films for TV. . . . Eastman Kodak's new telefilm series, "Screen Directors Playhouse," which rolled before the cameras last Saturday at the Hal Roach studios, under the direction of Leo McCarey, will be megged by members of the Screen Directors Guild. Of the 71 directors already signed for the series, nine are Academy Award winners. They include McCarey, Frank Borzage, John Ford, Frank Lloyd, George Stevens, Norman Taurog, Billy Wilder, William Wyler and Fred Zinnemann.



Jan Murray

☆ ☆ ☆

Producers Wilbur Stark and publicist Irving Zussman are packaging a new audience-participation TV program, "The American Sweepstakes," which, via a most unique pyramiding format can easily zoom possible winnings into hundreds of thousands of dollars. Program was optioned by NBC radio several years ago but was dropped as "too costly for radio." . . . Richard R. Falk Associates have set "The Margaret Haymes Show" for a mid-September debut over WOR-TV. The quarter hour cocktail hour will feature the mother of Dick and Bob interviewing showfolk, diplomats, authors, fashion experts and culinary artists. Dick Falk will produce.

☆ ☆ ☆

Beryl L. Reubens, with CBS press since 1947, has been named trade publicity manager, succeeding Jim Kane, who was transferred to the Coast to head the CBS-TV press dept. there. . . . 17 top Hollywood writers have been signed to script episodes of MCA-TV's "Dr. Hudson's Secret Journal."

SMPTE

(*Continued from page* 1)

studio practice, projection and viewing, laboratory practice, televisio practice, high-speed photography an educational TV.

In order that those attending ma hear diverse opinions on these sul jects, five of the technical sessions wi be conducted as panel discussions symposia.

On Tuesday evening. Oct. 4, th annual awards session will be held At that time winners of the Society progress, Sarnoff, Warner and Journa awards for 1955 will be introduce and presented with medals and cita tions.

In addition to Matthews, commit tee chairmen in charge of 78th con vention arrangements are: Donald E Hyndman, local arrangements; J. C Naughton, registration; Louis Felo man, hotel arrangements; Williar Hecht, projection; J. V. Leahy, pub lic address and recording; Garlan C. Misener, hospitality; John G. Stot banquet and awards sessions; Rei H. Ray, entertainment; Joseph E Aiken, membership; Oscar F. Ne ladies, and W. T. Hanson, golf.

Fellowships to 17

Meanwhile, 17 members of th SMPTE have been approved by th board of governors for elevation t the grade of Fellow, it was announce by Dr. John G. Frayne, presiden The official presentation of award ce tificates will take place on Oct. during the convention.

Those members who will receiv fellow award certificates: D. Ma Beard, chief of the photographic d vision, Naval Ordnance Laboratory Washington; Roger J. Beaudry, chie sound engineer, Shelly Films, Ltd Toronto; Charles C. Davis, enginee Westrex Corp., Hollywood; Donal G. Fink, director of research, Philc Corp., Philadelphia; Robert M. Fraser TV development engineer, NBC, Ne York; E. Dudley Goodale, staff engi neer, NBC, New York; George H Gordon, chemical engineer, Eastma Kodak, New York; G. Carleton Hunt General Film Laboratories, Holly wood; and Henry N. Kozanowsk physicist, RCA Victor.

RKO Suspends

(*Continued from page* 1)

bad," pending an examination of th picture by the new management.

"Sinbad" was given a Productio Code seal but was condemned by th National Legion of Decency. It en countered objections from some cen sor boards, notably in Chicago, wher it was refused a license.

Although there was no elaboratio of O'Shea's statement, it was indicate that the "examination" of the pictur would determine whether RKO Radi would make changes in the film, with draw it from distribution entirely o resume selling of the film as is.

Meanwhile, according to the O'She statement bookings of "Sinbad" al ready contracted for will be playe off.

U. K. Studios

(Continued from page 1)

ten strike at M-G-M's Elstree stu- last week. Simultaneously with Elstree stoppage, NATKE and ectrical Union shop-stewards organ- d so-called token stoppages for two parate hours at Pinewood and Shep- rton. A strike leader at Elstree de- ared that the strike had been called a protest against "the continued lay in finalizing our wage claim for substantial increase." Another of the eaders" went further when he imed that the stoppages were or- nized "on a tactical basis" and ould continue.

Similar action at workshop level has en taken in a number of other in- stries here during the last 12 nths and in putative defiance of e leaders of the unions concerned. Tom O'Brien, head of NATKE, pri- tely admits that he is as embar- ssed as anyone at the outbreak of e wild-cat strikes in the studios at critical moment in the negotiations. last year's chairman of the Trade nion Congress he has advocated re- onsibility and discipline among ion men at all levels.

An emergency meeting of BFPA's ecutive council last Friday adopted resolution protesting the action ken at the studios.

Exposition on Road

(Continued from page 1)

awing up agreements, to be sub- itted to the board of directors of th organizations for consideration, lling for all expenses for the pro- sed exposition and fair, which will held at the New York City Colos- um, Sept. 19-25, 1956, to be jointly ared by both groups.

It is understood that TESMA also uestions the financing of the "road- ow" exposition. Participation in the l-industry exposition and fair by the oduction-distribution companies may nge on whether the proposed ex- sition and fair is a one-week affair a "traveling show."

Southern Circuits Join Audience Poll

Five Southern theatre circuits, with total of 221 theatres, have an- nounced their participation in the udience Awards election, according advices received yesterday by obert W. Coyne, special counsel for OMPO.

Between 50 and 60 of the Martin heatres in Florida, Georgia, Ala- ama and Tennessee will participate, ccording to C. L. Patrick, secretary- easurer. Henry G. Plitt, vice-presi- ent of the Paramount Gulf Theatres, eports that all 34 of the circuit's heatres in Alabama, Florida, Louisi- na, Mississippi and Texas will par- cipate. All 65 houses in the Florida tate Theatres circuit also will par- cipate, according to M. A. DuPree. Other southern circuits to take part n the poll are the 24 Talgar Theatres n Florida and the 39 theatres in the Georgia Theatre Co.

Flood Emergency Eased

(Continued from page 1)

main that it was too early to assay. They pointed out that the damage in many instances may not be to physical property alone but to the loss at the box-office due to the business stoppage.

The damages in most instances will have to be borne by the affected exhibitor because flood damage insurance, according to circuit spokesmen, is too costly.

All theatres in Scranton, Pa., remain closed due to a serious shortage there of uncontaminated water. The Fabian circuit here reported that its two theatres in Port Jervis, N. Y., and Easton, Pa., which had closed because of power failure, have reopened.

Twenty-one theatres in Connecticut serviced out of the 20th Century-Fox New Haven exchange, remain closed, it was stated yesterday. The State, in Waterbury, has reopened on an emergency basis.

Some Houses Reopen

Further reports on flood damages from MOTION PICTURE DAILY's Boston correspondent disclosed the following:

Lockwood & Gordon Enterprises has two theatres severely damaged. The Strand, Winsted, Conn., had high water flooding the orchestra, with seats, air-conditioning and heating units ruined. It will not reopen for several months.

The Torrington, Conn. Drive-in cannot reopen this season due to water damage, although the projection equipment was salvaged. New England Theatres, Inc., reported no damage with all shows on schedule.

Levine and Yanofsky's Westfield, Mass., drive-in was flooded and without power for three days but is in order now. E. M. Loew Theatres had two casualties with the Plymouth, Worcester, out of commission for five days and the Webster, Mass., Theatre out for two. Both are running now.

In the hardest-hit area in Rhode Island in Woonsocket, full reports are not available but it is understood that Morris Safner's Bijou is undamaged, yet his two shuttered theatres, the Olympia and the Laurier were badly hurt by flooded cellars and orchestra.

Drive-in Ruined

The hardest-hit theatre in Massachusetts, the Quaker Drive-in, Uxbridge, is a complete loss with owners Ned Eisner and Bob Atamian having to rebuild for another season. All of the projection and concession equipment was destroyed. Ray Feeley's Weymouth, Mass., was in working condition yesterday.

Smith Management Co. has lost its New Meadows Drive-in, Hartford, Conn., probably for the remainder of the season. This theatre opened its gates just a week before the storm. The dollar damage is not known as yet as water is still around the front ramps. However, the concession stand is intact. Water seeped into the floor level but there was no damage to the equipment or the building.

U.K.-U.S. Pact

(Continued from page 1)

American companies in London, Sept. 15-16.

It also was learned that the foreign managers discussed the MOTION PICTURE DAILY report out of London indicating that Britain may seek a voluntary waiver from America on remittances accruing to producers under the Eady Plan. In light of the report, the foreign managers were said to feel that the American delegation to the negotiations should seek at least an extension of the present remittance agreement.

However, the report was not met with alarm, although one foreign manager felt it "a discouraging trend." It was pointed out that American companies under the present pact have no extensive sterling balances in Britain. It also was explained that many of the major American companies have produced and plan to produce in Britain quite heavily, using up the funds which may be blocked by a "voluntary waiver" move by Britain.

Under the present Anglo-American pact, "extra earnings" accruing to American producers under the Eady Plan are permitted up to $6,300,000 annually.

PEOPLE

Hugh MacMullen, formerly with Warner Brothers, Columbia and other studios, yesterday assumed his new duties as dean of the Pasadena Playhouse College of Theatre Arts.

¤

Ralph Lanterman, manager of Reade's Community Theatre in Morristown, N. J., won top honors and the main cash award in the circuit's Jack Harris Drive. **Ted Davidson** of the Majestic Theatre, Perth Amboy, took second prize. A special award was given to **Mike Dorso** of the Community Theatre, Kingston, N. Y., for achievement in exploitation and advertising.

¤

S. W. Green, former manager of the Strand Theatre in Youngstown, O., has taken over the house which formerly was operated by **Nate** and **Sam Schultz**.

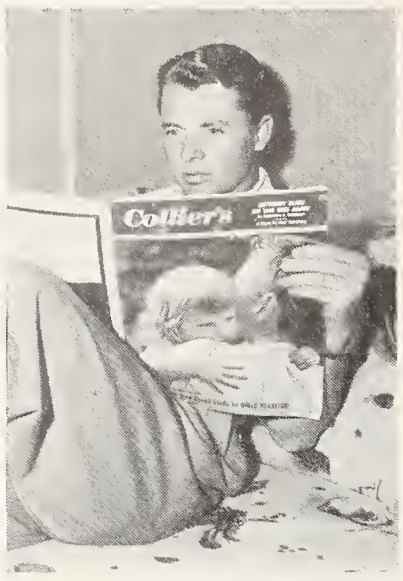
¤

Harry Feinstein, northeastern zone manager, Stanley-Warner Theatres, and co-chairman, Connecticut Jimmy Fund drive, will officially launch the 1955 campaign in ceremonies at **Governor Ribicoff**'s office at State Capitol in Hartford today.



* EVERYBODY AND HIS NEPHEW wants to see MY SISTER EILEEN, a Columbia picture, starring Janet Leigh, Jack Lemmon and Betty Garrett. The freshest, funniest Technicolor musical that ever went singing across the Cinemascope screen!

National Pre-Selling



SOLDIER hero, then aetor, and now author, Audie Murphy reads his own article in the current "Collier's." The magazine eontains an illustrated two-page spread artiele by the star who re-enaets his own true story in Universal's "To Hell and Baek."

•

"It's Always Fair Weather" has been selected the picture of the month for September by "Seventeen."

•

" 'The Seven Little Foys' makes delightful entertainment for the whole family," reports Philip Hartung in "Woman's Home Companion's" September issue. The Paramount picture has been selected as the lead review.

•

Edith Head, Paramount's ehief eostume designer, winner of six Osears (more than any other eostume designer) is profiled in the eurrent issue of "Collier's."

Beautiful photos of Miss Head shown with Grace Kelly inspeeting dress material worn in "To Catch A Thief," with Rosalind Russell in a hillbilly outfit she wears in "The Girl Rush," and a full-page pieture with Anita Ekberg in a show girl's dress she wears in "Artists and Models," are among the illustrations of the six-page article.

•

UA's "The Night of the Hunter" is reviewed in the current issue of "Look." The review is opened on a two-page spread illustrated by action-packed shots. Accompanying it is a personality story of Paul Gregory, the picture's producer.

•

Dore Schary has written a very interesting article for the September issue of "Good Housekeeping" titled "Why We Don't Always Make Family Movies?" He explains in this article that M-G-M makes pictures for each age group of the family.

•

Florenee Somers gives Columbia's "Footsteps in the Fog" a laudatory review in the September issue of "Redbook."

WALTER HAAS

REVIEW:

THE LEFT HAND OF GOD

20th Century-Fox—CinemaScope

HOLLYWOOD, AUG. 23

THE SYMBOLISM OF Humphrey Bogart's unusual role provides this film with an all-powerful instrument of good-will to be spread among God-fearing observers of all faiths. It takes on a world-conditioning significance, with its background set in a remote Chinese province in 1947, when the villagers, and occupants of a priestless Catholic mission nearby, begin to feel the hot breath of the civil war raging throughout China and indicate their need for spiritual guidance.

Religious leaders can be solicited to get behind the promotion and exploitation of the film, with cues to a number of interesting sermons that can be found in the absorbing screenplay by Alfred Hayes. Under Edward Dmytryk's skillful direction, Bogart delivers one of the finest portrayals of his screen career. His sensitive display of emotional conflict that compels him to practice deception to keep a peace-loving community from being destroyed spiritually as well as physically, will boost his well-earned rating as a box-office personality.

A fine cast composed of Gene Tierney, Lee J. Cobb, Agnes Moorehead, E. G. Marshall, Jean Porter and a hand-picked group of outstanding Oriental actors find excellent opportunity to add stature to this important screen adaptation of William E. Barrett's best-selling novel. Cobb's characterization of a barbarous Chinese war lord is exciting. His make-up and cunning demeanor carry suspense-building impact. Buddy Adler has shown excellent judgment in the adaptation of his production, avoiding any possibility of scenes that might prove offensive.

□ □ □

Bogart enacts the role of an American flyer forced down in China near the end of World War II and made to serve as a captive leader in Cobb's feudal domain. Seeking escape after three years, Bogart masquerades as a Roman Catholic priest, who was killed by one of Cobb's men while enroute to take over the duties at the mission. On arriving at the mission where he planned to join a traveling caravan to the coast, Bogart meets Miss Tierney, as a widowed American nurse, Marshall, as a doctor, and his wife, played by Miss Moorehead.

Bogart finds himself called upon to perform priestly duties, and at the same time discovers he is falling in love with the nurse. Miss Moorehead senses a deep attraction by Miss Tierney for Bogart, although treating him with reverential respect, and prevails upon him to visit a Protestant man of God in a neighboring village to find a solution. He complies and tells the minister of his masquerade and his love for the nurse. The minister admits the seriousness of the sacrilege and suggests writing the bishop. Bogart tells him that he has already done so, just as a servant interrupts to report that Cobb has moved in on the mission.

Bogart arrives in time to engage in a secret wager for the freedom and safety of the Catholic and Protestant missions against more years of his serving the warlord. In a roll of dice, Bogart wins. Another priest arrives to replace Bogart, and on learning of the sacrifice Bogart was prepared to make, decides to preserve the faith of the people rather than expose him. He further indicates to Bogart that as soon as he has done penance and ended his masquerade there would be no objection to his future relationship with Anne.

Running time, 87 minutes. General classification. Release, in September.

SAMUEL D. BERNS

Carl Shalit, 25 Years At Columbia, Dined

DETROIT, Aug. 23.—Carl Shalit, Columbia Pictures Central division manager, was honored here tonight by the Variety Club at a testimonial dinner on the occasion of his 25th anniversary with the company.

Attending from the New York home offices were A. Montague, vice-president and general sales manager, and Rube Jackter, assistant general sales manager.

Rowley Heads RCA's Sales in London

From THE DAILY Bureau

LONDON, Aug. 23.—J. C. Atkinson, director and sales chief of RCA Photophone here, has reached retirement age. He is not, however, leaving the company immediately and will continue for a time as sales consultant.

W. P. Rowley, formerly with the Edison Swan Company, succeeds Atkinson as general sales manager.

Dembow

(*Continued from page* 1)

ecutives and field personnel du this month prepared the ground-w for the drive. At these meetings, R bins stressed Dembow's contribu to the industry and cited his m endeavors in the field of adverti media designed to benefit the hibitor in selling product.

Special accessory materials l been designed for N.S.S. bran throughout the country in suppor the Dembow sales tribute, and drive will be additionally backed advertising and publicity in the t press, Robbins said.

"All our regional sales meet have been highly successful—and competition between the men in field will be intense," Robbins clared. "The sales force is eager the privilege of establishing unpr dented results in honoring Demb who for the past 23 years prior to elevation to the presidency of N.S was the company's sales chief."

Zanuck, Skouras

(*Continued from page* 1)

Joseph H. Moskowitz, vice-presi and Eastern studio representat Zanuck and Moskowitz will le here next week for England to m Skouras, who is now in urope.

While in the British capital, Zan is expected to confer with Sir A ander Korda on the final cutting "The Deep Blue Sea," the first E ish CinemaScope picture, starring vian Leigh and Kenneth More, wh 20th Century-Fox is releasing.

Brazil Film

(*Continued from page* 1)

the MPEA will continue its pres Argentine pact for another six mo until a new agreement can be ne tiated. The MPEA, according t spokesman, also agreed to extend present arrangement with Yugosl until December.

Walsh Tells Unions 'Balance' Pay Claim

HOLLYWOOD, Aug. 23.—Rich Walsh, president of the IATSE, night urged business agents of IATS 23 studio locals to bring their wid varied individual contract dema into approximate balance before time comes for the opening of c tract negotiations with the major co panies. The IATSE head pointed t the need for the studio locals to d play a common attitude toward th industry status, and said that too w a divergence in the proposals a vanced by separate locals could mi gate against the interests of all.

Although the meeting was privat held, MOTION PICTURE DAILY learn that one studio local had prepar 102 separate demands to be p sented, while another had prepared large number of separate rate-cla fication adjustments which wou amount to asking for more than a 4 per cent increase in wages.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 39 NEW YORK, U.S.A., THURSDAY, AUGUST 25, 1955 TEN CENTS

n UK Product

Simultaneous TV-Theatrical Bookings Here

'ront Page Story' on OR-TV and in Theatre

By LESTER DINOFF

Simultaneous bookings of a picture television and in theatres appar- ly have materialized with the re- se of Associated Artists' "Front ge Story" to the "Million Dollar vie" on WOR-TV while still play- theatres in this area.

A group of 24 British pictures ich are being distributed in this ntry by Eliot Hyman's organiza- n to theatres have been appearing television and "Front Page Story," British Lion production, is the st.

The film which stars Jack Hawkins, currently being shown on WOR-, New York, for one week, and eing offered to TV outlets in other

(*Continued on page* 6)

ijunction Is Denied o Adleman Against nterstate, 8 Majors

Special to THE DAILY

BEAUMONT, Tex., Aug. 24.—I. B. leman's injunction suit against a up of eight film companies and erstate Theatres for certain alleged criminatory practices today was ied by Judge Lamar Cecil in Fed- l Court here.

Adleman had charged that the de- dants conspired to deny him first

(*Continued on page* 6)

Henry Herbel Dies; WB Western Mgr.

From THE DAILY Bureau

LOS ANGELES, Aug. 24.—Henry eritt Herbel, 58, Warner Bros. estern district sales manager, died sterday, at his Chatsworth home. eath resulted from a heart ailment. Herbel had been with Warner Bros. an executive sales capacity since 38 and assumed his Pacific coast

(*Continued on page* 6)

Five N.E. Circuits Enroll for Awards

Five theatre circuits operating in New England, with a combined total of nearly 150 theatres, advised COMPO yesterday that they would participate in the national Audience Awards election. Some of these theatres are temporarily closed because of flood damage. It is expected, however, that all will be in operation when the public balloting begins in November, except for the drive-ins which are normally closed during the late fall and winter months.

The participating circuits are: American Theatres, with houses in Connecticut, Maine and Massachusetts; New England Theatres, operating in Connecticut, Maine, Massachusetts, New Hampshire, Rhode Is-

(*Continued on page* 6)

Schultz Is President Of West Va. Allied

Special to THE DAILY

CHARLESTON, W. Va., Aug. 24.—Don Schultz, of Fairmont, today was elected president of West Virginia Allied Theatres Association at the closing session of the organization's convention held here.

Other officers elected include: Donald Keesling, first vice-president; H. J. Gilbert, Sr., second vice-president; Hal Gilbert, secretary-treasurer, and Max Matz, the outgoing president, chairman of the board of directors. Members of the board are: Joe Buffa, Albert Aaron, G. C. Porter, Ross Filson, Roy Letsinger, John Goodnoe, Joe Raad, L. E. Rogers, Jr., Lester Rosenfeld, L. E. Short and Woodrow Thomas.

Bruce Odlum Forms Nomad Productions

From THE DAILY Bureau

HOLLYWOOD, Aug. 24. — Bruce Odlum, assistant to independent producer Frederic Brisson on "Girl Rush," has formed an independent producing company, Nomad Productions, and will film its first picture, "Hotel Manna," by Ken Englund, next year in Spain. Odlum's father, Floyd Odlum, Atlas Corp. president, is financially interested in Nomad.

GTC to Seek Own Product

General Teleradio Corp. may acquire foreign product for theatrical distribution on a basis apart from its control of RKO Radio, it was reported here yesterday. Terry Turner of GTC has been instructed to comb the film markets in London, Paris and Rome for films suitable for theatrical release, not for TV outlets.

Turner is scheduled to leave here on Sept. 9 for Europe.

Republic Distributor Of 2 Gannaway Films

From THE DAILY Bureau

HOLLYWOOD, Aug. 24.—"Naked Guns" and "Dan'l Boone," the first two pictures of Gannaway-Ver Halen Productions, will be distributed by Republic Pictures under the terms of a deal completed today by Al Gannaway and Herbert J. Yates, president of Republic.

Coca Cola Charges Theatre Concessionaire Doesn't Serve 'Coke' to Those Who Order It

Special to THE DAILY

BUFFALO, Aug. 24.—The Coca Cola Company is seeking an injunction in Federal court here enjoining Phillip Kates, doing business as Theatre Confections of Rochester, from allegedly dispensing a different beverage when customers ask for Coca Cola.

The suit, filed by a Buffalo attorney, says Kates operates the drink and food concession at some 32 drive-in theatres around Batavia, Auburn, Troy and a number of other localities in New York and Pennsylvania.

The plaintiff contends that "in response to calls for orders for Coca Cola and "Coke," the defendant passes off in the above mentioned business places without explanation or comment a beverage similar in appearance to the plaintiff's beverage but which is not the plantiff's beverage.

Claiming this constitutes unfair competition, Coca Cola asks an injunction to restrain the alleged practice, for "general relief" and for "profits and damages." The latter phrase is not elaborated on in the complaint.

Notes Dissent

Allied Ranks Seen Divided On Tax Drive

Some Allied Officials Privately Favor Step

A division in Allied States ranks on the proposed new industry anti-ticket tax campaign was evidenced yesterday as some Allied offieials here and elsewhere said privately that they would be in favor of such a move.

They took a position contrary to the sentiments voiced by Allied States national direetors Trueman Rembusch and Col. H. A. Cole in opposing the campaign proposed by Samuel Pinanski, president of American Theatres Corp.

What the Allied proponents of the ticket tax fight said privately is expected to break out in the open publicly prior to or at the Allied States national convention in Chicago, slated for November.

Privately, one Allied theatre operator took strong exception to Col. Cole of Texas to the effect that smaller

(*Continued on page* 6)

Let Sense Be Guide On COMPO Dues, NCTA Advises

Special to THE DAILY

SAN FRANCISCO, Aug. 24.— Despite exhibition's differences of opinion, "radicalism and too often inexcusable lack of interest" in Council of Motion Picture Organizations, the Northern California Theatre Association, in its monthly bulletin, advises

(*Continued on page* 2)

Scranton Theatres Reopen Doors

Theatres in Scranton, Pa., reopened yesterday for the first time since last weekend's flood, a representative of the Comerford Circuit reported here yesterday.

The theatres reopened as soon as the Scranton mayor lifted the state of emergency caused by the lack of uncontaminated water.

PERSONAL MENTION

HOWARD STRICKLING, M-G-M studio publicity head, who arrived in New York from Murray Bay, Quebec, early this week, will return to the Coast today.

•

DICK PITTS, former information director for Theatre Owners of America and now with the Carolina Motor Club, is in New York from Charlotte on business for the latter.

•

JACK SHAINDLIN, musical director, is the father of a son, to be named MATTHEW, born to MRS. SHAINDLIN at Lying In Hospital here.

•

E. S. GREGG, Westrex Corp. president, has returned to New York from Hollywood.

•

ALLEN WIDEM, motion picture editor of the Hartford, Conn., "Times," is visiting in New York.

•

PATRICIA NEAL will arrive here tomorrow from London via B.O.A.C. Monarch.

•

CARLO VINTI, president of Opera Cameo Productions, has returned to New York from Europe.

•

ABE GOODMAN, 20th Century-Fox advertising manager, has returned to New York from the Coast.

NCTA Advises

(*Continued from page 1*)

its membership to "let your good sense be your guide in sending in a fair contribution to COMPO."

NCTA declares that "COMPO seems to be a target for short-sighted exhibitor groups, who begrudge the financial support required for such important work as the Audience Awards national campaign.

"Can we so soon forget the extraordinary coordination of exhibitors in the admission tax repeal campaign, inspired and led by COMPO—and the resultant tremendous savings derived therefrom by all exhibitors?

"Are we going to ignore the tremendous task assumed by one of our great industry leaders, Elmer C. Rhoden, who has practically sidetracked his heavy responsibilities as head of a large circuit to devote his time and energy to make a success of this greatest exhibitor box office stimulator?

"Shall we doom to a humiliating failure the audience award poll by refusing financial support to COMPO? Let your good sense be your guide. Send in your fair contribution to COMPO. Do it now."

'Man from Laramie' Seeks 'Bicycle Thief'

The police of Camden, N. J., and Bill Grant, the Laramie youth who spent five weeks bicycling from Laramie to New York on behalf of Columbia Pictures' "The Man from Laramie" are seeking a thief who stole Bill's bike there while the cyclist was lunching with Mayor George E. Brunner.

When the theft took place, Bill was less than a hundred miles from his goal. His journey will net him a year's scholarship at the University of Wyoming.

Skouras Feted on Visit to India

Twentieth Century-Fox president Spyros P. Skouras' trip to India this past week, during which he visited four key cities in less than seven days, is credited with bringing friendship and prestige to the company and the American motion picture industry generally, it is reported in a cable from Calcutta.

The company president was the guest of honor in Bombay at a dinner held by the Indian Motion Picture Producers' Association at which he spoke on his impressions and the progress of the motion picture industry in India.

S. S. Vasan, vice president of the association, headed a delegation of prominent citizens who met Skouras upon his arrival in Madras.

Comparable receptions were accorded Skouras in Delhi and Calcutta where additional meetings were held with exhibitors and major local film producers as well as members of state. Skouras, accompanied by Edward Ugast, Far Eastern Supervisor for 20th Century-Fox, currently is in Djakarta, Indonesia, continuing his trip.

JDA to Set Plans For Campaign Today

The motion picture division of the Joint Defense Appeal will hold its "kickoff" luncheon today in preparation for the fall campaign. With William J. German as chairman, the luncheon will be held in the Sheraton Astor Hotel.

The New York goal this year is $3,000,000.

Arnold Picker Returns

Arnold M. Picker, United Artists vice-president in charge of foreign distribution, will arrive in New York from London tomorrow, completing a seven-week round-the-world tour of the company's overseas offices and a series of conferences with foreign exhibition and production chiefs in Asia and Europe.

12 S-W Managers Win Drive Awards

Special to THE DAILY

PITTSBURGH, Aug. 24.—Twleve Pittsburgh zone showmen, winners in the final month of the Stanley Warner circuit's "Spring Movie Festival" drive, have been announced by zone manager M. A. Silver.

Tony Collincini, who tied for first place in the May competition, won first prize of a $150 Savings Bond, for his exploitation and attendance record at the Manos, Greensburg, Pa.

Four second prizes, each consisting of a $50 bond, were awarded to the following: Howard Higley, Allen, Cleveland; Charles "Chuck" Passinger, Warner, Morgantown, W. Va.; Henry Rastetter, Warner, Erie, Pa., and William Wyatt, Virginian, Charles, W. Va.

Seven in Third Place

In third place, seven showmen received awards of $25 savings bonds. They were: Jules Curdey, Haven, Olean, N. Y. (now in zone ad-publicity dept.); "Doc" Eliott, Ohio, Lima, O.; George Fraser, Laroy, Portsmouth, O; Julius Lamm, Colony, Cleveland; Gus Nestle, Wintergarden, Jamestown, N. Y.; Shortly Parker, Strand, Erie, Pa., and Leopold Satori, Belmar, Pittsburgh.

Collincini and Wyatt ran neck-and-neck throughout the three months of the drive, each winning first place one month and tieing another month.

'U' Sets Pattern for 'Hell' Pre-releases

Following the campaign pattern for "To Hell and Back" in its Texas territorial pre-release openings, Universal-International will handle every important key city opening of the picture scheduled for the coming weeks as a special event.

A team of U-I's advertising, publicity and exploitation executives will go into each of the situations involved to supervise the campaigns which are to be executed by one of the largest field exploitation forces ever assembled by the company, according to U-I.

Audie Murphy, upon whose autobiography as the most decorated hero of World War II "To Hell and Back" is based, will arrive here today for two days of promotional activity.

Exhibitor Killed

PITTSBURGH, Aug. 24—Elia Profio, 75, owner of the Cecil Theatre in nearby Cecil, Pa., was dead on arrival at the St. Clair Memorial Hospital, Pittsburgh, after a skidding car struck him as he was sitting on a chair in front of the general store which he owned in addition to the theatre. He leaves his wife, three sons and five grandchildren.

. . . NEWS ROUNDUP

'Dolls' to Tour

Five of the Goldwyn "dolls" fro "Guys and Dolls" will tour the cou try on a 30-city visit to publicize t picture to be distributed by M-G-M Three of the girls are from Californi one from New York and the last fro Pennsylvania. The New York "dol is Barbara Brent of Great Neck, L. From California are June Kirby, L Angeles; Madelyn Darow of Holly wood, and Jann Darlyn, San Fra cisco. Larri Thomas is from Wayn Pa.

■

New Columbia Title

Columbia has selected "The Su vivors" as the release title for t Warwick production which has bee known as "Survivors Two." Jose Fe rer both directed and starred in t CinemaScope picture about an actu British Marine suicide raid in Worl War II.

■

'Blue Sea' Tonight

Sir Alexander Korda's "The Dee Blue Sea," starring Vivian Leigh an Kenneth More, the first British Ci emaScope production, will have i world premiere at the Carlton The tre in London tonight before ente tainment celebrities, high governme officials and other important dign taries. The introduction of the Lo don Films Production being release by 20th Century-Fox will receiv coverage throughout England.

■

To Honor Webb

Jack Webb will become an Ho orary Commodore of the Minneapol Aquatennial when he arrives in t Twin Cities today for a series personal appearancse in connectio with his airborne tour on behalf "Pete Kelly's Blues."

FPC Dividend

OTTAWA, Aug. 24.—Famous Pla ers Canadian Corp., Ltd. declared dividend of 37½ cents on the comm stock for the quarter ending Sept. 3 payable Sept. 28 to shareholders record on Sept. 2.

Schaefer Retained

George J. Schaefer has been r tained as producer's representative f "The Beast of Hollow Mountain Edward and William Nassour's Cin maScope adventure drama in col for United Artists release.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Feck Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-214 Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Moti Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrc 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Lev Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as secon class matter Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 1

PEOPLE

Eugene (Casey) Jones, assistant manager of the Alabama Theatre, Birmingham, has been promoted to the managership of Wilby-Kincy's Ritzer Theatre in Auburn, Ala., replacing Gus Coates who resigned to go into business for himself in Louisville.

¤

Gilbert Gamble, formerly assistant manager of the Orpheum Theatre, Portland, Ore., has been named city manager for Evergreen in Olympia, Wash. Tom Murphy replaces Gamble at the Orpheum.

¤

William Duggan, veteran theatre operator in Portland, Ore., is now booking acts and pictures for the Auditorium. Emil Markkanen has been named his assistant.

¤

Peter Barnes has opened his new 500-car drive-in at Oroville, Wash.

¤

Irwin R. Franklyn, formerly with Rogers & Cowan and currently director of publicity for Frederic Brisson enterprises, has joined the Arthur P. Jacobs public relations organization here as an executive associate.

'Pancho Villa' Is Set for 400 Tex. Houses

HOLLYWOOD, Aug. 24.—Edmund Grainger's "The Treasurer of Pancho Villa" has been booked into 400 theatres of the Rowley-United Circuit of Texas, J. R. Grainger announced today.

The picture will have a four-city Texas premiere starting on Sept. 27 at the Majestic Theatre in San Antonio, followed by openings on Sept. 28 at the Majestic Theatre in Houston; on the 29th at the Majestic Theatre in Dallas, and on the 30th at the Worth Theatre in Fort Worth.

Heads Balaban Drive

TORONTO, Aug. 24.—Appointment of Winston Barron as captain for the Canadian Barney Balaban drive, Aug. 28-Dec. 24, was announced yesterday by Gordon Lightstone, Canadian general manager for Paramount.



REVIEW:

Footsteps in the Fog

Columbia—Frankovich—Setton

HOLLYWOOD, AUG. 24.

IN PSYCHOLOGICALLY CORRECT color by Technicolor that makes the foggy London of about 1905 look convincingly like a place where murder is likely to be stacked upon murder almost matter-of-factly, this extremely suspenseful M. J. Frankovich-Maxwell Setton production is superbly played by Stewart Granger, Jean Simmons and expert associates, directed with target-true impact by the gifted Arthur Lubin.

It is a powerful melodrama, constructed in the straightforward style of its period, with the identity of the murderer known from the beginning and the audience suspense arising from the uncertainty of his detection and conviction.

In the script by Dorothy Reid and Lenore Coffee, two highly experienced writing women, Granger appears first at the rainswept graveside of the wealthy wife who, it is revealed shortly, he married for her money and murdered for the same reason. Miss Simmons appears forthwith as his dead wife's maid who, she quickly informs him, knows he poisoned his wife, has in possession the bottle containing the poison he used, and wishes to be appointed housekeeper forthwith. He makes the appointment, obeys her in other ways thereafter, intending to kill her when convenient but, after killing another woman in her stead by mistake one foggy night, never quite succeeds, and poisons himself, intentionally although without mortal intent, in a futile attempt to free himself of her control.

Both Granger and Miss Simmons are excellent in their unattractive roles, she having a little the better of it, perhaps, and the other players, most of whose names are without marquee moment on this side, include the now venerable Percy Marmont of fond American memory.

Running time, 89½ minutes. Adult classification. Release, in September.

WILLIAM R. WEAVER

Baumgarten Forms New Company With Lippert Franchises

From THE DAILY Bureau

HOLLYWOOD, Aug. 24.—Formation of his own production-distribution company, Associated Film Releasing Corp., was announced here yesterday by E. J. Baumgarten, president of Lippert Pictures, Inc.

The new company, Baumgarten said, will be comprised of the current Lippert franchised distributors, with the exception of two or three outlets. Robert L. Lippert will confine most of his future activities to the financing and development of pictures in the $600,000, or more, budget class. "Simba," the J. Arthur Rank production which Lippert acquired for U. S. distribution, will be the last release under the Lippert Pictures banner.

Baumgarten plans to release eight to 10 outdoor action pictures at the rate of one every six weeks, starting in October. First under the AFRC banner will be "Two Gun Lady," starring Peggy Castle.

'Lion' Sept. 15

The world premiere of Walt Disney's newest full-length True-Life Adventure feature, "The African Lion," has been scheduled for Sept. 15 at the Trans-Lux Normandie Theatre here.

Film Business 'Good' Says Col. Exploiteer

The entertainment-conscious public is boosting motion picture theatre business considerably due to the large number of good films currently in release, according to Dave Kane, Columbia Pictures field exploiteer, who recently completed a 30-city tour of the nation in advance of "The Man From Laramie" openings.

Kane, who started his promotion tour in Laramie, Wyo., and worked his way East, declared here yesterday that "good pictures, the lack of television in certain areas, and the public's desire for entertainment have boosted film business to a point where it could be called terrific."

The Columbia exploiteer said that wherever he went, he saw long lines of entertainment seekers at theatres.

Four Texas 'Outdoor' Girls Here For 'Man' Promotions

Four young women from Texas, winners of the "Outdoor Girl" contest which Columbia Pictures ran in conjunction with the openings of "The Man From Laramie" in San Antonio, Houston, Dallas and Fort Worth, have arrived in New York for radio and television appearances on behalf of the film.

Charlotte Goings, 18, of Houston; Linda Heinrich, 18, of Dallas; Shar Patten, 23, of San Antonio, and Jackie Summers, 19, of Fort Worth, were selected winners in the contest by actor James Stewart.

WARNER BROS.' TRADE SHOWINGS AUGUST 30TH

EDWARD G. ROBINSON

"ILLEGAL"

CO-STARRING
NINA FOCH • HUGH MARLOWE • JAYNE MANSFIELD

Screen Play by W. R. BURNETT and JAMES R. WEBB • Music by Max Steiner
Produced by FRANK P. ROSENBERG • Directed by LEWIS ALLEN

ALBANY
20th Century-Fox Screening Room
1052 8way • 12 30 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St N W • 2 00 P M.

BOSTON
20th Century-Fox Screening Room
115 Bway • 2:00 P M

BUFFALO
Paramount Screen Room
464 Franklin St. • 2:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2 00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th • 8:00 P.M.

CLEVELAND
20th Century-Fox Screening Room
2219 Payne Ave. • 8:00 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
20th Century Screening Room
1300 High St. • 12:45 P.M.

DETROIT
Film Exchange Screening Room
2310 Cass Ave. • 2.00 P M.

INDIANAPOLIS
Universal Sc Rm.
517 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 10:00 A.M.

LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 12:15 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 1:30 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 So.Liberty St. • 2.00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:15 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 10:00 A.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:30 P.M.

PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:00 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M.

PORTLAND
Star Sc. Rm.
925 N. W. 19th Ave. • 2:00 P.M.

SALT LAKE CITY
20th Century-Fox Screening Room
316 East 1st South • 1:00 P.M.

SAN FRANCISCO
Republic Screening Room
221 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Modern Theatre
2400 Third Ave. • 10:30 A.M.

ST. LOUIS
Sirenco Screening Room
3143 Olive St. • 1:00 P.M.

WASHINGTON
Warner Theatre Screening Room
13th & E. Sts. N.W. • 10:30 A.M.

RKO's SPECTACULAR



City of
twisted streets
and
twisted lives!

BEN

STARRING

RICHARD CONTE · VICTOR McLAGLEN

with

RICHARD ERDMAN • GONZALES GONZALES • Directed by JOHN BRAHM

ADVENTURE THRILLER

rifled with action that explodes with climactic desert battle scenes!

WRITE TODAY for the special campaign book!





SUPERSCOPE

GAZI

ICHARD CARLSON · MALA POWERS

Distributed by RKO RADIO PICTURES

Screenplay by ENDRE BOHEM and LOUIS VITTES • Based on a Story by JEFF BAILEY • Produced by SAM WIESENTHAL and EUGENE TEVLIN

Allied Ranks

(Continued from page 1)

theatres, charging less than 50 cents, have no stake in such a drive. Cole, he said, is making a big mistake setting the smaller theatre against the larger theatre charging more than 50 cents tax-free admission price. This Allied official, representing theatres which charge more than 50 cents per ticket, said his sentiments are shared by other Allied members.

Calls Opposition 'Foolish'

Another Allied member contended that if another ticket tax campaign is waged, it would be "absolutely foolish" for exhibitors, no matter what their organized affiliation is, to oppose such a step. Unlike Rembusch and Cole, he did not contend that all of the benefits derived from the ticket tax reduction had been absorbed by higher film rentals. On the contrary, he maintained that perhaps if the tax free ceiling were lifted, another 10 or 15 cents, more theatres would be freed of charging admissions tax and thereby reaping some financial benefits.

A meeting of the governing triumvirate of the Council of Motion Picture Organizations, the organization seen by Pinanski to again lead the tax drive, is expected to take place next month. Pinanski, as a member of the COMPO triumvirate, may formally file his proposal at that meeting.

W. Va. Allied Unit OK's Awards Drive, Opposes Dues Plan

Special to THE DAILY

CHARLESTON, W. Va., Aug. 24.—A resolution favoring the Audience Awards poll, but opposing the dues collection drive of the Council of Motion Picture Organizations, was passed here today by the West Virginia Allied Theatres Association.

The West Virginia Allied group thereby joined other Allied units which also approved the COMPO sponsored Audience Awards poll, but opposed the organization's current dues drive.

Henry Herbel Dies

(Continued from page 1)

district sales managership in 1940. Prior to that he was with Universal Pictures for 20 years.

He was born in Indiana, educated at the University of Indiana and admitted to the practice of law in that state. He was formerly married to Gladys Walton Herbel, one-time Universal film star.

Herbel is survived by three sons and three daughters. Funeral services will be held Friday at the Church of the Recessional at Forest Lawn, Glendale.



*EVERYBODY AND HIS FRIENDS want to see MY SISTER EILEEN, a Columbia picture, starring Janet Leigh, Jack Lemmon and Betty Garrett. The freshest, funniest Technicolor musical that ever went singing across the CinemaScope screen!

Bookings

(Continued from page 1)

markets as part of General Teleradio's "Million Dollar Movie" offering.

Hyman at a press conference held in November of last year to announce the formation of the new organization and the product which it would distribute, declared that the company intended to release all the new British pictures, a group of 24 at that time, to theatres in a eight month period and "will give exhibitors a two-year clearance before they are released for TV showings."

Since that press conference at the Warwiek Hotel here, the eight-month period has elapsed, but the "clearance guarantee" has not. "Front Page Story" was shown at the Colony Theatre in New York and had its last theatrical booking, according to an AA official, in a Catskill, N. Y., theatre on Aug. 7-9.

Says He Lacks TV Rights

Hyman, when questioned about the acquisition of his theatrical releases by TV interests earlier this week, said that it is probable that some of the films would have day-and-date TV and theatre bookings. He said that his company did not have the TV rights to the films. However, it is recalled from that November press conference that Hyman said he had the theatrical, non-theatrical and television rights to these films.

Five N.E. Circuits

(Continued from page 1)

land and Vermont; Loew's, operating its own theatres in Boston and Providence and the Poli-New England chain in Connecticut and Massachusetts; Lockwood & Gordon Enterprises, with theatres in Maine, Massachusetts, New Hampshire, Rhode Island and Connecticut, and the Stanley Warner Management Corp. with a string of theatres in Massachusetts and Connecticut.

Adelman Suit

(Continued from page 1)

run product, resulting in the forced sale of his Houston theatre. He had asked a total of $2,436,000 in damages and on July 10 was awarded $20,000 and granted the injunctive hearing which was held today.

The defendants, in addition to Interstate Theatres, were 20th Century-Fox, RKO Radio, Paramount, Warner Brothers, Loew's, Inc., Columbia, United Artists and Universal.

Rank to Sell Away From Own UK Units

LONDON, Aug. 24.—For the first time in its history, the Warner Theatre here is to have a pre-release run of a J. Arthur Rank picture. The film is the Pinewood production "The Woman for Joe," in color by Technicolor and in VistaVision. The pre-release run starts tomorrow.

HOLLYWOOD on the march

By SAMUEL D. BERNS

Hollywood, Aug.

IDENTITY with film roles has way of affecting the personal liv of many of our film stars. Richa Boone, well-known as the doctor TV's "Medic," is besieged by fa who seek free medical advice. Ja Webb, the ideal of police depa ments everywhere, is considered many to be an authority on cri solution. . . . And now, with all the publicity Charlton Heston is g ting on his portrayal of Moses DeMille's forthcoming "Ten Co mandments," it isn't unusual him to be filling requests such reading excerpts from the Book Exodus, concerning the Song of Mos and the receipt of the Comman ments, at the opening of the Sout land's newest synogogue.

☆

Dwight Brooks sold off 360 ac of his land in Taft to Roger She man, cameraman for Loretta Youn TV show, and is parlaying the pa ment on an independent producti in Guatemala next month. Title the film is "Bushman."

☆

Copyists are working double shi to expedite the musical score Goldwyn's "Guys and Dolls," whi should be completed next week w a 90-piece orchestra tuned to J Blackton's baton.

☆

STAR MAKERS: Paramount is b ting a long term contract on Ba bara Darrow that she'll climb high than "The Mountain" role hand her by Edward Dmytryk, after auc tioning 30 contenders. . . . C. Whitney Pictures has Vera Miles its first and only contractee, aft checking the rushes on her co-starri spot in John Ford's "The Searcher opposite John Wayne.

☆

M-G-M's "It's Always Fair Weat er" will have six hard tops and fi drive-ins exhibiting the Coast openi engagement, following a patte establishing by "Blackboard Jungl and "Love Me or Leave Me."

Columbia Is Sued; 'Privacy' the Issue

HOLLYWOOD, Aug. 24.—Leona D. Mahan, Sr., today filed a Superi Court suit against Columbia Picture producer Andrew Stone, and othe charging that "Night Holds Terro is an invasion of his right of privac He seeks $750,000 damages on t ground that the picture and the pu licity given it has recalled public a tention to what he said, in the co plaint, was the wrongful 1953 convi tion of his son for alleged crim similar to those committed in the fil

Judge Clarence M. Hanson d clined to issue a temporary injuneti and set Sept. 12 for a hearing.

All the News That's News

MOTION PICTURE DAILY

Concise and to the Point

78. NO. 40 NEW YORK, U.S.A., AUGUST 26, 1955 TEN CENTS

...neymoon Over

...ior Reminds ...DA Allied Is ...r Controls

...tounded' at Criticism ... Regulatory Program

Special to THE DAILY

...NCINNATI, Aug. 25.—Rube ... Allied States president, was "as-...ed" by the statement issued by ... Martin, president of Theatre ...rs of America, concerning the ...n of the Allied board of direc-...at its meeting in Washington, ..., last month re-committing Al-...o a program of Federal regula-...f the industry in place of con-...l negotiations with distributors ...odified sales terms.

...r, ill at his home here at the ... of the Allied board meeting, ...ered sufficiently to write to Mar-...n Aug. 18, and today released ...s of the letter to the trade press

(*Continued on page 6*)

...S. Amusements ...id $12,678,000 ...xes in 32 States

From THE DAILY Bureau

...ASHINGTON, Aug. 25.—Amuse-... enterprises in the 1955 fiscal ... paid $12,678,000 in sales and ... receipt taxes to 32 states and ...6,000 in license taxes to 34 ..., according to the Census Bu-... today. There was no breakdown ... the various types of amusements. ...e figures for the fiscal year which ...d on June 30, compared with ...ement sales and gross receipts ...ayments of $11,338,000 to 31 ... in the preceding fiscal year and

(*Continued on page 5*)

...art Balaban Sales ...ive on Sunday

...ramount on Sunday will launch ...nnual sales drive which, for the ... time in its history, bears the ...e of Barney Balaban, company ...dent. The Barney Balaban drive ... run 17 weeks, through Dec. 24. ...'aramount Week," traditionally

(*Continued on page 5*)

Senate Delinquency Report

TV Crime Shows Potentially More Harmful than Films

From THE DAILY Bureau

WASHINGTON, Aug. 25.—In its report on television findings, the Senate Subcommittee to Investigate Juvenile Delinquency stated today that "there is reason to believe that television crime programs are potentially more injurious to children and young people than motion picture, radio or comic books."

However, the subcommittee questioned whether the television industry was taking a "calculated risk" by depicting crime and violence on programs presented during children's viewing hours. The report, made public today, said that the subcommittee had been "unable to gether proof of a direct causal relationship between the viewing of acts of crime and violence and the actual performance of criminal deeds."

The subcommittee, it was stated,

(*Continued on page 4*)

See Oil-Gas Sales from 20th Wells in 60 Days

Oil and gas sales from the 20th Century-Fox studio property are expected to begin within the next 60 days, it was announced in a statement by Spyros P. Skouras, 20th-Fox president, issue here yesterday.

Skouras reported that six producing wells have been successfully completed on the studio property, and that connecting pipe lines for both oil and gas production are in the process of completion. Eventually, Skouras added, revenues to 20th-Fox from these sources may be substantial.

UA Cash, Handling For 2 Harmon Films

From THE DAILY Bureau

HOLLYWOOD, Aug. 25.—Sidney Harmon, writer and producer, today revealed that United Artists will finance and distribute three pictures which he will produce, the first, "Men at War," to start next month.

Compo Calls Poll 'Big' News Story

Declaring that "the Audience Awards election is one of the big news stories of the year," the 51st in the series of COMPO ads in "Editor & Publisher," which will appear tomorrow, points out to newspaper editors how they may profitably participate in the promotion.

"For news, for advertising, for cir-

(*Continued on page 4*)

JDA Motion Picture Division Sets Goal Of $100,000; Campaign to Start Oct. 1

The motion picture division of the Joint Defense Appeal of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith will launch a fund-raising campaign on Oct. 1, it was announced yesterday by chairman William J. German, who said that a $100,000 goal has been set by industry leaders following a planning luncheon at the Sheraton Astor Hotel here.



William J. German

The national JDA fund-raising goal has been set at $6,000,000 with the metropolitan area's goal this year being $3,000,000.

Attending the "kickoff" luncheon were German, co-chairman Harry Brandt, treasurer Leon Goldberg, laboratory division chairman Saul Jeffe, dinner committee head Paul N. Lazarus, Jr.; Martin Levine, JDA chairman representing the Cinema Lodge; Robert Benjamin, Emanuel Frisch, Harry Goldberg, Irving H. Greenfield, Harry Mandell, A. W. Schwalberg, Arthur Israel, Sam Schneider, Adolph Schimel and Fred Schwartz. The next meeting of the group has been tentatively set for Sept. 29.

$1.06 a Share

20th Earnings At $2,790,800 For 26 Weeks

Second Quarter Profit Totalled $1,366,989

Consolidated earnings of $2,790,800 for the 26 weeks ended June 25, were reported here yesterday by 20th Century-Fox president Spyros Skouras. This amounted to $1.06 per share on the 2,644,486 shares of common stock outstanding as compared with earnings for the 26 weeks of 1954 of $3,096,545 or $1.17 per share on the same number of shares.



Spyros P. Skouras

The earnings for the second quarter ended June 25, amounted to $1,366,989, equal to 52

(*Continued on page 5*)

Financing Is Left Open in the Latest Arbitration Draft

The financing of the proposed arbitration system has been left open in the arbitration draft, now being circulated among members of the exhibition-distribution committee, it was reported here yesterday.

The failure to spell out the financing of the system was believed to

(*Continued on page 5*)

Mexfilms Is Formed By Sam Seidelman

Sam Seidelman, formerly head of foreign operations of Eagle Lion Films, has formed Mexfilms, Inc., a company which will handle the distribution of Mexican-made features in Spanish-language theatres throughout the United States and Canada.

Mexfilms has acquired distribution

(*Continued on page 5*)

PERSONAL MENTION

ALFRED CROWN, Allied Artists vice-president, left here yesterday by plane for Hollywood.

•

SAMUEL ROSEN, Stanley Warner exeeutive vice-president; HARRY KALMINE, vice-president and general manager, ARTHUR ROSEN and LESTER ISAAC are in Boston from New York for the premierc of "Cinerama Holiday."

•

DOM J. CAPANO, S. O. S. Cinema Supply Corp. vice-president, and ROBERT L. SAPAN, sales promotion manager, are in Hollywood from New York.

•

GEORGE WELTNER, president of Paramount International, and JEROME PICKMAN, Paramount vice-president, left the Coast last night for New York.

•

ANDREW ALBECK, of the United Artists executive staff in New York, will return here today from Europe and the Far East.

•

FOSTER M. BLAKE, Universal Pictures Western division manager, will rcturn to New York today from Chicago.

•

PAUL W. KAYSER, manager of Westrex Co., Caribbean, has arrived in New York from Panama.

•

LAWRENCE HARVEY, producer, will arrive in New York today from Europe aboard the "Mauretania."

•

CHARLES LEMAIRE, 20th Century-Fox fashion designer, will arrive in New York on Sunday from the Coast.

•

ARTHUR M. LOEW, JR. is in New York from the Coast.

4 Southern Circuits Join COMPO Awards

Four more large southern theatre circuits, operating a combined total of nearly 200 theatres, have announced their participation in the Audience Awards election, COMPO was advised yesterday.

With the addition of these circuits, every major city in the south and most of the large towns will have one or more theatres participating in the election.

The Wilby-Kincey Circuit, with theatres in Alabama, Georgia, Tennessee, Virginia, West Virginia and the Carolinas, leads the latest list of theatre circuits enrolled. Others are the Neighborhood Group of Theatres and the Pitts Theatres, operating in Virginia, and the Fourth Avenue Amusement Company, which owns houses in Kentucky and Indiana.

New Use for Drive-ins; New Jersey Plans To Use Them for Car Inspection Sites

Special to THE DAILY

TRENTON, N. J., Aug. 25.—Governor Robert B. Meyner has announeed that the state plans to make a new use for drive-in theatres. The state of New Jersey will use them for motor vehiele inspections.

Meyner said that three of the outdoor theatres have been selected for an "experimental" try—the Woodbridge Theatre, Woodbridge; Cirele Drive-in in Maple Shade, and Garden State Theatre in Delaware township. It will eost New Jersey $9,000 a year to lease the grounds, he said.

The state now operates 30 permanent inspeetion stations. In addition, there would be a $10,000 expense to install conerete strips at each site and $27,000 a year for salaries to inspectors.

Westrex N.Y. Meet For Foreign Heads

Fourteen managers of the foreign subsidiary companies of Westrex Corp. will gather in New York for a conference starting Sept. 19.

Discussions here will occupy two weeks, after whieh most of the managers will travel to Chicago to visit suppliers' manufacturing plants and then will go on to Hollywood, where they will spend nearly a week visiting studios and inspecting the facilities of Westrex offices, laboratories and the service studio.

The managers who will attend the conference, together with the country of their origin are: F. de Renzis, Italy; M. A. Goldrick, Japan; F. C. Hayes, Chile; P. W. Kayser, Panama; J. L. Monnerot-Dumaine, Spain; M. Prado, Peru; B. S. Rundle, New Zealand; J. Sanchez, Mexico; A. R. Schwartz, India; W. S. Tower, Jr., England; J. G. Van Erk, Switzerland; D. Van Spankeren, Indonesia; G. F. Van Weyenbergh, Belgium, and J. P. Winter, France.

Paramount in L.A. Sets 'Guys & Dolls'

M-G-M has closed a third booking on Samuel Goldwyn's "Guys and Dolls," the latest deal being with Marco Wolff for the Paramount Theatre in Los Angeles starting on Nov. 16. George A. Hickey, western sales manager for the distributor, negotiated the arrangement with Wolff.

Previously announced deals were for the world premiere of "Guys and Dolls" at the Capitol on Broadway, Nov. 4, and for the Chicago, Chicago, Nov. 11.

Frank to Tour Europe For 'Bull' Sessions

Producer William R. Frank, who also operates a number of theatres in the Minneapolis-St. Paul territory, is starting a six-week tour of Europe in conjunction with the eontinental openings of his CinemaScope production for United Artists release of "Sitting Bull." Frank will be accompanied by his son, William, Jr.

TOA's Committee Reports Due Sept. 15

All chairman and co-chairman of the standing committees of Theatre Owners of America have been requested by president E. D. Martin to complete their annual reports and send them into TOA headquarters here by Sept. 15.

The TOA committee heads have also been notified that they will read their reports to the full TOA convention in Los Angeles.

The standings committees of TOA are: organization and membership, E. D. Martin and George Kerasotes; research, Myron Blank and Elmer C. Rhoden; Council of Motion Picture Organizations, Samuel Pinanski and Pat McGee; Theatre Television, S. H. Fabian and Mitchell Wolfson; national legislation, A. Julian Brylawski; state and local legislation, Robert E. Bryant and LaMar Sarra; film reviewing, H. F. Kincey; drive-in theatres, Jack Braunagel and William T. Powell; arbitration, Alfred Starr and R. B. Wilby; building and safety codes, Henry Anderson; concessions, James O. Hoover and Nathan Buckman; theatre equipment and accessories, Joseph J. Zaro, Lucian E. Pope and Edwin Gage; public relations, Rhoden and Emil Bernstecker, and legal advisory counsel, Herman M. Levy.

Preparing 14 Films For UA Release

Independent producers currently are preparing a minimum of 14 films, six in CinemaScope, for release by United Artists.

Now in the shooting stages are "The Beast of Hollow Mountain," in CinemaScope; "Comanche," in CinemaSeope; "Frontier Scout," in color, "Ghost Town," "A Killer is Loose," "Trapeze," in CinemaSeope, and "Foreign Intrigue," in eolor.

Seven films which are currently being edited are "Fort Yuma," in eolor; "The Indian Fighter," in CinemaSeope; "A Kiss Before Dying," in CinemaScope; "News Is Made At Night," "Storm Fear," "Three Bad Sisters" and "Alexander, the Great," in CinemaScope.

Balaban Says

Para. Retains Flexible Plan Of Production

By MURRAY HOROWITZ

Paramount Pictures' policy of keeping its produetion plans to what the company believes to be merchandisable properties with the proper ca rather than already agree upon year program of pictures will b continued, Barney Balaban president, declared he yesterday.



Barney Balaban

Balaban was interviewed on the question whether or not there is a tendency to increase production currently.

In his response, Balaban referred to the policy he outlined to Paramount stockholders three years ago when he announced that the company would no longer plan a program of pictures, but set production plans for merchandisable properties evidenced themselves. The Paramount president went on to explain that the problem is not only one of getting the proper property and cast, but of organizing an effective pre-selling campaign, of obtaining proper key-city engagements and of exploiting word-of-mouth advertising.

Building TV Stages

Asked about Paramount's TV plans Balaban said work was under way to build TV stages at the company's Sunset Boulevard studios, in addition to the Boulevard studio's main building, which was to be used for the now-defunct planned industry exposition.

$6,500 for 'Young'

"You're Never Too Young" opened to capacity business yesterday at the Criterion Theatre, here, grossing $6,500, it was reported.

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center
"MISTER ROBERTS"
in CinemaScope and WarnerColor starring
Henry FONDA • James CAGNEY
William POWELL • Jack LEMMON
A WARNER BROS. PICTURE
and SPECTACULAR STAGE PRESENTATION

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fec, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-21; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. ; London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Le, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year; a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second-class matter Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 1

PEOPLE

Oscar A. Doob, advertising and public relations executive of Loew's, Inc., yterday was elected to the board of ectors of the American News Co.

Richard Kahn of Columbia Pictures' ne office sales accounting department will be a member of the United Stes team which will compete in the rld bridge tournament in Paris next Juary. He is a member of the Cvendish Club which won the Spin-d cup in competition with nation-le teams. The cup has been given ch year since 1935 by Nate B. Spin-d, vice-president of Columbia, who ia past president of the American ntract Bridge League and now sident of the Cavendish Club.

Eugen Shuftan, cameraman and di-tor of special effects for Para-unt's "Ulysses," is in New York pervising special effects for com-rcial and television pictures and e action.

Hubert Mitchell celebrated the rd anniversary of his Ranch Drive-at Hartselle, Ala., with a week of tivities, including two "farmers' hts," an employees' night and a spel-singing contest.

rant on Paramount tage With 'Thief'

Actor Gary Grant appeared on the ge of the Paramount Theatre here ween the presentation of Alfred chcock's Vista-Vision production "To Catch A Thief"' to conduct a estion and answer period with atre patrons who asked him ques-ns about his career.

Grant was on stage for roughly 20 nutes at the end of each perform-ce of the fim yesterday afternoon d evening. The actor is eurrently king personal appearances in con-uetion with the film's openings.

ank Publicity Head akes New Ad Post

From THE DAILY Bureau

LONDON, Aug. 25.—Jock Den-t, until recently executive pub-ty controller of the Rank Organi-ion, has joined the advertising ff of Odhams Press, publisher of industry trade paper, "Kinemat-raph Weekly," as well as of news-pers.

Dennett had been with the Rank ganization for 14 years. He was sely associated with the industry's tter Business Drive and was largely trumental in promoting the highly cessful BBC program "Current lcase".

Many Willing to Pay

Houston Newspaper Poll Reveals Citizens Oppose Toll TV 7 to 1

The results of a poll conducted by the Houston "Post" disclosed that 865 out of 1,092 citizens were against programs which would appear on subscription television, according to Organizations for Free-TV.

The Texas publication conducted a survey, by questionnaires, among 1,100 persons in Houston and neighboring towns and cities asking for an expression of opinion on the subject of toll-TV. Of the 1,092 replies, 856 said "no," or not being in favor; 115 said "yes," or being in favor.

Steadiest Viewers Against It

Organizations for Free TV said that this indicates that "Post" subscribers are against subscription television by about 7.5 to one. Those opposing toll-TV watch television an average of 32 hours per week while subscribers in favor of toll-TV watch an average of 28 hours a week, according to the "Post" poll.

One of the most interesting developments of the poll was an indication that those in favor of subscription television generally were willing to pay well for it, the anti-medium forces said. The poll revealed that while 41 respondents in favor of pay-TV did not indicate how much they would be willing to spend a week, only nine of the 74 who did make an estimate set the figure at less than $1 and 32 of them were willing to pay from $2.50 to $10 a week for TV shows in their homes.

The Houston "Post" poll also delved into the types of shows for the pro-subscription television fans. Eighty of them said they would pay to see first-run films, 61 said they would like dramatic programs, 55 liked sports, and last, opera, with 37. More than half of those in favor of pay-TV said they would not be willing to pay for attractions now available on TV minus the commercials.

Cohn Preparing Rebuttal Brief on Subscription-TV

Marcus Cohn, of the Washington law firm of Cohn & Marks, which represents Organizations for Free TV, is currently preparing a rebuttal brief to be filed with the Federal Communications Commission on Sept. 9.

The brief, which contains resolutions and objections to subscription television, will be made public also, it was pointed out.

File 2 More Trust Suits in Atlanta

Special to THE DAILY

ATLANTA, Aug. 25. — Two more anti-trust suits, making four in all, have been filed in U.S. District court here by attorneys George S. Ryan and W. Bradley Ryan of Boston, representing exhibitor plaintiffs.

Of the two new actions, one was a second suit filed by Ellis Blumenthal of Charlotte, N. C., on behalf of his B & B Theatres Corp., operator of the Peachtree Art Theatre here. It asks $1,000,000 damages of major distributors and local theatre circuits. In his earlier action, Blumenthal asked $3,000,000 damages on behalf of North Carolina theatres which he operates. Both actions charge refusal to license first run, maintenance of uniform run and clearance systems and admission price fixing.

The second new case also is the second in which William Greene is a plaintiff. It seeks $1,500,000 treble damages, on behalf of the Glenn Theatre, Decatur, Ga., owned by Greene. It names eight major distributors and local circuits. Greene's earlier action was on behalf of his Palmetto Theatre, Palmetto, Ga., and also sought $1,500,000 damages.

Raue Joins BV

Philip B. Raue has joined the legal department of Buena Vista, it was announced by Leo F. Samuels, president. For the past two years, Raue has been with the law firm of Donovan, Leisure, Newton and Irvine, New York City. He will now devote all his time to Buena Vista.

Loew's Poli Patrons To Vote on Awards Trophy Sketches

Patrons of Loew's Poli New England theatres will have a chance to vote their own choice of nine sketches proposed as designs for the trophy to be given to Audience Awards winners.

This was made known yesterday by Harry Shaw, Loew's New Haven division manager, who has arranged the promotion for 11 theatres in Connecticut and Massachusetts. Each theatre will display the sketches in its lobby together with a 40x60 explaining their purpose. In the middle of the display will be a ballot box in which patrons will be asked to deposit ballots marked with the number of their selected sketeh.

Theatres participating are Loew's Poli and Poli-College, New Haven; Loew's Poli and Majestic theatres of Bridgeport; Loew's Poli in Norwich; Palace, Meriden; Loew's Poli and Palace, Hartford; and Loew's Poli theatres in Waterbury, Springfield and Worcester.

The nine sketches are those selected by two juries from 56 submitted to COMPO by industry artists. Members of the Audience Awards exchange area and press relations committees throughout the country are now voting to pick the best.



*EVERYBODY BUT EVERYBODY wants to see MY SISTER EILEEN, a Columbia picture, starring Janet Leigh, Jack Lemmon and Betty Garrett. The freshest, funniest Technicolor musical that ever went singing across the CinemaScope screen!

Delinquency

(*Continued from page 1*)

"has not found 'irrefutable evidence' that young people may not be negatively influenced in their present-day behavior by the saturated exposure they now receive to picture and drama based on an underlying theme of lawlessness and crime which depict human violence." The Senate group asserted that "it would be wise to minimize this risk insofar as possible."

Makes Six Recommendations

To achieve this end, the subcommittee recommended:

1. Formation by citizens' groups of local "listening councils" to ensure good television programing.

2. Stricter control of television protions Commission, as well as authority for the F.C.C. to levy fines and revoke the licenses of stations violating an established code.

3. "Collective" responsibility of station managers for programing, with 100 percent membership by television stations in an organization like the National Association of Radio and Television Broadcasters suggested as a first step toward "collective" responsibility.

4. Extension of the NARTB code to include films produced for television.

5. Further research by private and public foundations into the effects of television on children's behavior.

6. The immediate establishment, by legislation, of a Presidential commission to study the mass media and to report periodically on practices and materials used by the mass media which might have detrimental effects on children and youth.

The Presidential commission would be composed of "outstanding men and women, fitted by their knowledge and experience to serve on such a body," which the subcommittee contemplates should be in existence "for a limited time only." The members would serve without compensation and be assisted by a small, highly trained staff.

The subcommittee's report was based on testimony received at hearings held in New York City, and in Washington. This material was supplemented by several staff studies of the TV industry and by surveys of TV programs seen in Atlanta, Chicago, Cleveland, Dallas, Denver, Kansas City, Philadelphia, San Francisco, Seattle, and Washington.

Opinion on the possible detrimental effects upon children of crime and violence presented over TV were also received from 34 psychiatrists throughout the country.

Section of Three-Part Study

The report was part two of a three-part study of the effect of crime and violence portrayed in the mass media. Prior to the television hearings, crime and horror comics were surveyed. More recently, crime and violence in motion pictures were investigated by the subcommittee.

The opinions of witnesses before the subcommittee who testified that a relationship existed between juvenile delinquency and TV crime and violence, were summarized this way in the report:

1) "The well-adjusted child may well be able to tolerate added tension that would be acquired through viewing television, but the emotionally crippled or damaged youngster may have very little tolerance for this added tension that has been introduced into his life through the television set in the front room."

2) "Scenes of crime and violence may well teach techniques of crime." (The police chiefs of Boston, New Haven and other cities told the subcommittee of children taken into custody who claimed they picked up their ideas and techniques from watching crime shows.)

Power of Suggestion Strong

3) "Acts of crime and violence may provide both suggestions and a kind of support for the hostile child, leading him to imitate these acts in expression of his own aggression."

4) "Repeated exposures to scenes of crime and violence may well blunt and callous human sensitivity to, and sympathy for, human suffering and distress."

In general, the subcommittee found that while viewing or reading about a specific act will not cause an average child to go out and commit a similar act, "reading and looking at a great amount of these acts could create on impressionable minds a permissive atmosphere for this type of behavior—an atmosphere of acceptance—which can result in increasing behavior of this nature."

The subcommittee expressed concern with the "cumulative effect" of prolonged exposure to TV crime and violence in reporting surveys conducted by educational and parent groups which showed that some students spend as much time watching television as they do in school.

In discussing the NARTB code, the report said:

"The check points (of the NARTB code) are either bypassed or are ineffective in many instances.

The subcommittee also reported that monitoring by its staff and other research groups "reveals the fact that the chasm between what the television people feel is good programing and what is actually telecast is indeed a wide one."

The subcommittee, of which Senator Estes Kefauver (D.-Tenn.) is chairman, is composed of Senators Thomas C. Hennings, Jr. (D.-Mo.), Price Daniel (D.-Tex.), William Langer (R.-N. Dak.) and Alexander Wiley (R.-Wis.).

REVIEW:

KISS OF FIRE

Universal-International

HOLLYWOOD, AUG. 25

THE SWIFT ADVANCE of Jack Palance to a position of marquee power collides here with story troubles that appear to have been beyond the talents of scripters Franklin Coen and Richard Collins to overcome. (Or it could be that Jonreed Lauritzen's "The Rose and the Flame" read so pleasantly, as a novel, that producer Samuel Marx fancied it was better screen material than it turned out to be).

Whatever the facts in the case, Palance is seen in this period piece as a renegade Spaniard, in the America of the year 1700, who has somehow got a price put on his head but still feels such loyalty to the throne of Spain that he engages to escort a Spanish princess from Santa Fe, N. M., to Monterey, Calif., at the risk of his life and everyone else's. He's called upon not only for heroics, but for romance in addition, and the millions who pay their money to see him as a heavy aren't likely to accept him at par value in these assignments.

The others in the cast include Barbara Rush, Rex Reason, Martha Heyer, Leslie Bradley, Alan Reed, Lawrence Dobkin, Joseph Waring, Pat Hogan, Karen Kadler, Steven Geray and Henry Rowland, plus scores of Indians and of Spanish soldiers. The period is colorful and the print by Technicolor makes good use of that fact.

The story has Rex Reason as the haughty guardian of Miss Rush, who is about to inherit the throne of Spain, and Miss Heyer as her maid. When word of the reigning monarch's impending death arrives, Reason summons the outlaw Palance and hires him, against the princess' wish, to guide and guard the princess' retinue overland from Santa Fe to the port of Monterey. There are villains all around them, including some of the officers and men of the command, and there are Indians (warlike Commanches and peaceful Piutes who become warlike under mistreatment) who contribute to the considerable bloodshed and killing which occurs before the princess and Palance reach Monterey and shipboard. There he frees her from the treacherous Reason and takes her ashore to grow up with this country (leaving Spain's throne untenanted, presumably).

Director Joseph M. Newman, who has made fine films out of some pretty deplorable story material in his time, is credited, unhappily, with the direction.

Running time, 89 minutes. General audience classification. Release in October.

WILLIAM R. WEAVER

'Big News'

(*Continued from page 1*)

culation," the ad says, "the Audience Awards campaign is one of the year's best newspaper bets."

Captioned, "We'll need 3,500,000 ballots," the ad says:

"That was the reply of one movie theatre circuit when asked how many ballots it would need for the Audience Awards election next November 17-27.

"This is more than the total vote cast in any of 43 States in the national election of 1952, being exceeded only by the total votes of California, Illinois, New York, Ohio and Pennsylvania.

"One circuit, mind you. Many other theatre circuits have indicated they will need ballots in numbers far exceeding the total 1952 vote of a surprising number of States. When you realize that these circuits represent comparatively few of the movie theatres that will hold Audience Awards elections you can see that this movie poll stands an excellent chance of rolling up the biggest vote ever cast in the country's history.

Value Recognized

"The Audience Awards election is one of the big news stories of the year. Many newspapers have shown they are aware of this by the way they have handled the stories on the campaign's early activities.

"The Audience Awards campaign, moreover, is more than a good news story. It is a promotion in which newspapers themselves can take part. Already many papers have arranged with their local theatres to print the Audiences Awards ballot. Others have tied up with theatres in contests in which entrants will try to give a correct forecast of the election's outcome. The Audience Awards campaign book suggests other ways in which newspapers can participate.

"For news, for advertising, for circulation, the Audience Awards campaign is one of the year's best newspaper bets."

'Man From Laramie' Here on Gift Bicycle

Bill "Man From Laramie" Grant pedaled into New York over the George Washington Bridge Yesterday astride a brand new gift bicycle to finish his 2,400 mile promotion grind for Columbia Pictures. His original two-wheeler had been pilfered Tuesday in Camden while he was lunching with that city's mayor.

Grant will remain in New York until the opening of "The Man From Laramie" at the Capitol on Wednesday. He reported he will do his sightseeing on foot.

0th Earned

(Continued from page 1)

nts per share, as compared with ,048,515 for the second quarter of 54, equal to 40 cents per share. ie earnings for the first quarter of 55 were $1,423,811, or 54 cents r share.

Income from film rentals for the 26 eks ended June 25, 1955 was $50,- 2,792, against $47,829,420 for the weeks ended June 26, 1954. Ex- nses for the 26-week 1955 period re listed at $52,239,373 against 6,752,963 for the same 1954 26- ek period. Provision for Federal es on income for the 1955 period is put at $1,000,000 as compared $2,600,000 for the same period the evious year.

It also was announced that a quar- ly cash dividend of 40 cents per are on the outstanding common ck had been declared payable Sept. to stockholders of record on Sept.

rbitration Draft

(Continued from page 1)

m from the desire of the commit- e that organizations, as distinguished m committee representatives, pass the draft before fixing the system's ancing.

It also was authoritatively learned at the draft rules out any arbitration film rentals, an issue which was jected during the days of parallel tion by Theatre Owners of America d Allied States.

Similar to 1952 Doeument

The draft, neglecting to define the ancing of the system and barring m rentals as an arbitrable issue, ns along similar lines as that of the 52 draft, it was added. For the st two weeks, there have been in- rmittent reports that the draft, said be agreed upon by the arbitration mmittee, would be released for blication shortly. As of yesterday, ere was no official indication when lease of the draft would be granted.

In regard to the issue of financing, was estimated last January by Al chtman, 20th Century-Fox distribu- n director, that the total yearly cost maintain the system would be 50,000. Lichtman at the time said at it was his "idea" that exhibition ise $75,000 from its ranks in the rm of annual membership dues, ith distribution matching the funds.

lexfilms Formed

(Continued from page 1)

ghts to 60 new Mexican features, cluding two films in CinemaScope, ree in Superscope and five in color.

The product line-up, representing e majority of the Mexican industry's tput of the past eight months, will into release beginning in October, eidelman said.

Additional Mexican-made features ill be acquired by the Seidelman ganization as they go into produc- on.

Mexfilms presently has offices set p in New York and Mexico City and will open offices in Los Angeles and San Antonio within the next 30 days, Seidelman said.

REVIEW:

SIMBA

Rank—Lippert

HOLLYWOOD, AUG. 25

A HIGHLY IMPRESSIVE, exciting, dramatic document, inspired by the frequent Mau Mau uprisings in East Africa, produced by Peter De Sarigny for the J. Arthur Rank Organization, has been imported by Robert Lippert for U. S. distribution. This one should find a comfortable niche among the big grossers.

"Simba" is one of those exploitable action films which will appeal to discriminating audiences for the exceptionally fine performances, authentic backgrounds in EastmanColor, and the controversial aspect of its timely subject. The John Baines screenplay, with additional scenes and dialogue by Robin Estridge, is reported to be based on factual, terrifying incidents gathered into an original story by Anthony Perry.

Dirke Bogarde, who has already appeared on the local scene in a number of British imports, and the beautiful, talented Virginia McKenna, are sympathetic figures as the love interest, although opposite in temperament for a solution to dealing with the murderous clan, dedicated to driving the white man out of their British controlled domain.

Rising above the impact of the subject and favoring the quality of the film's entertainment is Earl Cameron's excellent portrayal of a well-educated Negro doctor, who returns to his native Nairobi village in Kenya to "help save lives, not destroy them," and discovers his father to be the Mau Mau leader, Simba. Brian Desmond Hurst directed.

Bogarde arrrives in Africa to find his brother murdered by the terroists. Pursuing an old friendship with Miss McKenna, who works as an assistant to Cameron, whose parents are one of several British farm owners in the district, he gets into a lovers quarrel through suspicions about the possibility of the doctor being a Mau Mau.

Following a raid in which Miss McKenna's parents are killed, the doctor reveals the identity of his father's leadership, bringing the military into action. Simba, evading capture, gathers the Mau Mau followers for a plan to kill Bogarde.

In a surprise attack at Bogarde's farm, the doctor who proved himself to be on the side of the Africans seeking peaceful existence with the whites, attempts to reason with his father's followers. Simba is killed by a bullet from Bogarde's gun as he attempts to run a knife through his son. The military arrive in time to quell the riot just as the doctor is killed by one of the fanatics. Bogarde and Miss McKenna then realize they must face the future together as champions of the cause of peace in that territory.

Earl St. John was executive producer of the film. Francis Chagrin supplied the noteworthy musical background.

Running time, 99 minutes. Adult classification. Release in September.

SAMUEL D. BERNS

Balaban Drive

(Continued from page 1)

the opening week of the annual drive, this year becomes "Paramount Weeks," with the first two weeks being so designated. This breaking with precedence is indicative of the intensified effort the sales department is ready to devote to the drive in tribute to Balaban, according to drive co-captains E. K. (Ted) O'Shea, Hugh Owen and Jerry Pickman.

Barney Balaban drive pictures are "The Girl Rush," "Strategic Air Command," "The Seven Little Foys," "We're No Angels," "You're Never Too Young," "To Catch a Thief," "Ulysses," "The Trouble With Harry," "Lucy Gallant," "The Court Jester," "The Desperate Hours" and "The Rose Tattoo."

U.S. Amusements

(Continued from page 1)

to license tax payments of $4,845,000 to 36 states in fiscal 1954.

According to the figures, one additional state levied the sales and gross receipts tax on amusements in 1955, while two states dropped the license tax in the same fiscal year.

SEG Places Cy Roth On Its 'Unfair' List

HOLLYWOOD, Aug. 25. — The Screen Extras Guild today announced that Cy Roth Productions, independent, which has never signed a collective bargaining contract with the guild has been placed on the SEG unfair list.

Hall-Bartlett Productions is being served with a 60-day notice of guild intent to place it also on the unfair list for "breaking a contract with the union."

Success Story

Audie Murphy, Universal Feel A Hit in 'Hell'

Enthused after helping to launch his picture "To Hell and Back" on a record scale in 22 Texas openings, Audie Murphy arrived in New York to help the picture duplicate that performance in the East.

Hosted by the distributor, Universal, at a Laurent restaurant luncheon here yesterday, with trade press representatives as guests, Murphy was told his picture's first opening in the East accounted for a new opening day gross of $2,307 for the Centre Theatre, Atlantic City.

The figure was regarded as demonstrating that "To Hell and Back" has a significant business history ahead of it, and is not just limited to Texas favoritism for a native son. Charles Feldman, Universal vice-president and sales manager, predieted the picture will pile up record grosses everywhere.

Sees 'Popular Appeal'

"It has the elements of popular appeal," he said. "It's exciting to realize that. It reminds us of something we all know about this business—that when a picture has the right elements, the rewards can be very great. Today they are greater than ever, although the risks are, too."

Murphy said he had been encouraged not only to see the huge Texas turnouts, having been warned the public doesn't want war pictures, but also to see so many women in the lines. He estimated that about half the attendance is female.

Murphy also has completed for Universal "The World in His Corner," story of a prize fighter. He said he will make another for the company this year.

Pleased by Campaign

He commended Universal on the campaign for "To Hell and Back," details of which were described by Charles Simonelli, Eastern advertising-publicity manager, who also gave generous credit to the Interstate Circuit of Texas for enterprise and showmanship which, he said, was responsible for much of the picture's success there.

Other company officials at the luncheon included Ray Moon, assistant general sales manager; Jeff Livingston, Eastern advertising manager; Phil Gerard, Eastern publicity manager, and Milton Livingston, trade press contact.

'Golden Arm' in B&W

HOLLYWOOD, Aug. 25.—Producer-director Otto Preminger today announced that we will film "Man with the Golden Arm", a story concerning a drug addict, in black and white, widescreen, instead of Technicolor and CinemaScope as previously contemplated.

TENT TALK

Variety Club News

LONDON.—James Carreras, chief barker of the Variety Club of Great Britain, and Tommy Trinder, King Rat (president) of the Grand Order of Water Rats, leading charity organization similarly comprising members in show business, will head the joint representation of Tent. No. 36 and Water Rats at the unveiling of the new roof of the sick bay of the Water Rats' orphanage at Peacehaven, in the heart of Sussex, on Sept. 4.

The home, which was founded by Gracie Fields, is for the orphans of deceased members of the vaudeville profession and the British Tent and the Water Rats, between whom there is a close and growing association, paid an equal amount in meeting the cost of the roof—some $2,800.

△

SEATTLE.—A dinner dance at the New Washington Hotel here ushered in Variety Club Tent No. 46 which received its charter from George Hoover, international chief barker. More than 200 representatives of the amusement industry heard Hoover describe the work being done by Variety Club tents in the U.S. and Canada, as well as in London, Tokyo, Dublin, Mexico City and Hamburg. Hoover was accompanied by Rotus Harvey and Al Grubstick of San Francisco. A golf tournament was a part of the day's festivities.

△

Ralph Staub, who has been on a 15,000-mile tour of Variety Club tents shooting material for "The Heart of Show Business," a feature-length documentary, is nearing the completion of the task. The tour was made in a Chrysler New Yorker station wagon which was donated by Lester Colbert, president of the Chrysler Corp.

See Million-Dollar Gate for TV Fight

The heavy advance ticket sales for the closed circuit telecast of the Sept. 20 heavyweight championship fight between Rocky Marciano and Archie Moore indicates to Nathan L. Halpern, president of Theatre Network Television, that there is a definite possibility of "a million dollar TV gate" for the Yankee Stadium bout.

TNT, which is asking 50 per cent of the net from a theatre which books the closed-circuit event, is reported as having almost 100 theatres signed.

The telecast may go international also, TNT reported yesterday, as the Loew's Uptown, in Toronto, Canada, is seeking government permission to bring in a TNT mobile unit to present the fight.

HOLLYWOOD . . . ON THE MARCH

BY SAMUEL D. BERNS

Hollywood, Aug. 25

PAUL MACNAMARA proved himself a staunch fighter for Telemeter and Toll-TV at the American Cinema Editors seminar, with panelists like Mervyn LeRoy, Dr. Dallas Smythe, Don Belding and former A.C.E. prexy William Murphy offering no encouragement to his cause. Although Mac is fired with a tenacity of purpose, Don Belding, active head of one of the world's largest advertising agencies, projected the simple, cooling fact that acceptance of subscription TV would rest entirely with the public. We tallied more arguments to mute the trumpets of MacNamara's band at this stage of the coin box caucus.

☆ ☆ ☆

Ray Heindorf, music head of Warner Brothers, is out "drum-beating" for "Pete Kelly's Blues," appearing on a number of Canadian disc jockey programs after a three day tour of Toronto, Montreal and Buffalo.

☆ ☆ ☆

COMPO Audience Awards poll has already started to pay off for George Nader who was signed to co-star with Virginia Mayo in "Congo Crossing" at U-I.

☆ ☆ ☆

Gary Cooper planed out for a Southampton, L. I., vacation with wife and daughter after finishing Milton Sperling's "The Court Martial of Billy Mitchell."

☆ ☆ ☆

R.K.O.'Neil Notes: Edmund Grainger's Superscope color film, "The Treasure of Pancho Villa," inspired Bob O'Donnell's booking pencil to the point of a four-city Texas state world premiere starting Sept. 27 at the Majestic in San Antonio.

☆ ☆ ☆

Margaret O'Brien is hitching her debut in adult roles to David Butler's "Glory," which the 18-year-old actress just completed and is already helping exploit on a number of scheduled radio and TV appearances in Chicago and New York.

☆ ☆ ☆

Nat Holt is scoring his "Texas Lady," starring Claudette Colbert, at the end of the month, which should have lots of release prints ready to take care of a big campaign before the end of the year.

☆ ☆ ☆

Otto Preminger is considering an offer to produce and direct a trimmed version of "Carmen Jones" as one of the Las Vegas swank hotel attractions.

☆ ☆ ☆

Allied Artists "Crime in the Streets" will give movie audiences a sample of the great writing artistry of TV's Reginald Rose, who also authored the Emmy award winner "Twelve Angry Men," which is also destined for the screen under a partnership with Henry Fonda.

☆ ☆ ☆

Consolidated Film Laboratories is patenting a new scene-counting method. Ted Hirsch, lab superintendent, can let you in on the inside track of the marking of the inside track.

☆ ☆ ☆

MGM's "The Opposite Sex," which teams Doris Day and Howard Keel again after their wonderful job in Warner's "Calamity Jane," has Joe Pasternak wondering about what kind of an all-star cast he can add to the project . . . as though he needed any more.

☆ ☆ ☆

U-I's new exchange building at 20th and Vermont is now officially open, designed primarily for the comfort of the customers, with its decor in keeping with the traditional atmosphere of the neighboring studios.

To Test 'Aida' as a Drive-in Attraction

IFE's "Aida" will have its first d in engagement when the opera ture will open at the Kingston D in Theatre, Kingston, Mass., Tuesday. Designed as a test en ment and tagged "Opera Unde Stars," "Aida" will be presented musical short subjects. Accordi Bernard Jacon, IFE sales chief booking is the first of a seri drive-in deals.

Shor Remin

(*Continued from page 1*)

for publication. Martin, in a s ment published July 25, said th lied board's action had "surp and disappointed" him.

Shor's letter to Martin review background of the short-lived T Allied alliance from the tim the first meeting of the Joint mittee in Chicago. The purpose, says, "was to consider to wha tent TOA could contribute to success" of Allied's earlier effor get concessions from distribu While that was being explored, said, Allied "suspended" but di abandon its program of Federal lations.

Calls Results Unsatisfactory

Shor asserts that the Joint Allied Committee meetings with tributors which followed faile produce results which were sati tory to Allied.

"To be brutally frank," he Martin, "I do not think the Committee accomplished any (if as much) than was gaine the Allied committee a year ago.

For the failure to satisfy A Shor blames 20th Century-Fox, w he said, failed to issue a stateme policy prior to the Allied board m ing last month despite several quests to do so by Allied official

Shor's letter contends that was fully aware that, lacking re satisfactory to Allied from the Committee's meeting with sales ecutives, Allied would return t Federal regulation program and fers that TOA had led Allied to lieve it would go along, at lea "a last resort."

Wants Light on 'Reforms'

Shor's letter to Martin also the latter's comments of last m raise questions as to where stands with respect to theatre div ment, block booking and other forms" for which Allied is regal as having been responsible. "If oppose these reforms," Shor w "I think you should frankly so st

E. D. Martin, TOA presiden on vacation and could not be rea yesterday for comment on the Shor letter. TOA headquarters said no copy of the letter had received by the New York offic officials there were unable to ment on its contents.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 41 NEW YORK, U.S.A., MONDAY, AUGUST 29, 1955 TEN CENTS

EDITORIAL

Production Has Headaches, Too

By Sherwin Kane

VISITING Hollywood producers have been recounting the difficulties of finding desirable story material ever since studios, several years ago, embarked upon the policy of making fewer pictures but making them bigger. (And, incidentally, of acquiring the material at a reasonable price once it's been found.) To that plaint the current crop of visitors adds another: the even greater difficulty today of getting the right star or stars for the property, once it's been discovered and annexed.

•

One of Hollywood's busiest and most successful producers, finding himself with a sympathetic audience at the Men's Bar the other evening, held forth on the subject for more than an hour, providing specific examples of chain frustrations encountered in attempting to make deals with a succession of actors and actresses, not all of whom, in the opinion of this corner, at least, are sure-fire boxoffice assets.

But, obviously, the producer's narrative demonstrated, they are hard to get, regardless.

•

The producer put most of the blame on participation deals which, he said, continue to be the fashion. More and more stars demand them and, he added sadly, the amount of participation demanded by them never to decrease.

Also contributing to both the scarcity and the difficulties of dealing with desired talent, the producer asserted, is the continuing trend toward formation of actors' companies.

Not only does that in itself remove much talent from the open market, he continued, but it further ties up talent in many cases because one actor's company will get other actors to swap free work in his picture in return for his

(*Continued on page 2*)

Television Today

IN THIS ISSUE **PAGE 3**

▸ **What is Summer Entertainment—and What is a Spectacular? A couple of pointed questions on intriguing subjects.**

▸ **The Showmakers—Who is doing what before the television cameras—in work and in prospect.**

▸ **Names Making News in Television Today.**

SMPTE to Hear Todd-AO Details

A paper on the Todd-AO proeess will be submitted to the fortheoming convention of the Soeiety of Motion Pieture and Television Engineers by Dr. Brian O'Brien, of the Ameriean Optieal Co., who developed the proeess to be unveiled with "Oklahoma!"

The paper, to be delivered at the SMPTE convention, Oet. 3-7, Lake Plaeid Club, Essex County, N. Y., will be the first sueh doeument to spell out in technieal detail the operations of the system.

Other highlights of the convention

(*Continued on page 7*)

$1,231,000 N. J. Suit Is Settled

A settlement in the anti-trust suit involving the Court Theatre, Somerville, N. J., was filed here at the weekend in Federal Distriet Court. Terms of the settlement were not diselosed.

The suit was brought by Brookpru Theatre Co. and Sompru Theatre Co. for $1,231,000 against the eight major distributors and various New Jersey exhibitors, ineluding Walter Reade Theatres.

The suit elaimed that the Court Theatre was diseriminated against in favor of other exhibitors by the major film companies.

Hanover Optimistic

N.Y. AFL Sees Prospects Bright For Repeal of Ticket Tax in '56

Special to THE DAILY

ALBANY, Aug. 28.—Chanees for the repeal of the Federal admission tax are good "if present eonditions eontinue in 1956 and if a road building program is initiated." This is the opinion of Harold C. Hanover, seeretary-treasurer of the State Federation of Labor (AFL), whieh, at its annual eonvention in Buffalo, adopted a resolution ealling for the elimination of the admission levy. The State Federation took similar aetion in 1953 and again in 1954.

Some of the IATSE locals' representatives, who attended a meeting of Distriet No. 10 here the day before the AFL eonvention, were also delegates to the latter.

The IATSE strongly favors striking the Federal tax from the statute books. Like the State Federation of Labor, the industry union holds the opinion it adversely affeets the entertainment business, and, therefore, employment.

Hanover pointed out that the faet 1956 is a presidential eleetion year will be a plus faetor for the tax repeal eampaign. He believed that if the present high level of the nation's economy and employment were maintained next year and if the eurrent easing of world tension eontinued, the prospeets for repeal of the tax would be excellent.

Tide Mounts

Theatre Group Calls for U.S. Tax Repeal

MMPTA Backs Pinanski Plan for Compo Drive

An unqualified endorsement of the reeent suggestion of Sam Pinanski, president of Ameriean Theatres Corp., Boston, that the Counеil of Motion Pieture Organizations begin an immediate eampaign for the eomplete elimination of the Federal admissions tax eame from the Metropolitan Motion Pieture Theatres Asseiation late last week.

The MMPTA board of direetors aeted as a eharter member of Compo in fully endorsing Pinanski's suggestion and pledged "wholehearted support and assistanee to sueh a drive."

Attending the MMPTA board

(*Continued on page 7*)

Congressman Hits All Excise Taxes

From THE DAILY Bureau

WASHINGTON, Aug. 28. — Congress must give speeial attention to repeal of all wartime exeise taxes and restoring others to their 1939 levels, Rep. John D. Dingell (D., Mieh.)

(*Continued on page 7*)

Mass. Licensing Bill Would Exempt Films

Special to THE DAILY

BOSTON, Aug. 28.—The state Senate has given initial approval to an amended bill which would restore the state law covering the licensing of Sunday entertainment with the exception of motion pictures. The recent Supreme Judicial Court's decision that pre-censorship of motion pictures was unconstitutional has caused the substitution of the amended bill, proposed by Sen. Hastings Keith of Bridgewater.

He stated that his bill would in no way affect censorship, but is an effort to retain the revenues from Sunday licensing fees from the cities and towns. It is pointed at juke boxes, bowling alleys, beach concessions, etc.

PERSONAL MENTION

JAMES H. NICHOLSON, president of American Releasing Corp., and SAMUEL ARKOFF, vice-president, are in Dallas from New York.

•

JOSEPH R. VOGEL, president of Loew's Theatres, and MRS. VOGEL have left New York for a vacation in California.

•

MARION LESNIK, of the M-G-M publicity department, will be married Sept. 2 to STEPHEN BILLINGS. ROSE MARIE DEBETTA, of the same department, has announced her engagement to JOHN RICHARD.

•

LEOPOLD FRIEDMAN, vice-president of Loew's Theatres, and MRS. FRIEDMAN, will return to New York today from Europe aboard the "Constitution."

•

WILLIAM PIZOR, vice-president of Lippert Productions, left New York for London on Saturday via B.O.A.C. Monarch.

•

JAMES M. ARCHIBALD, of the J. Arthur Rank Organization, left here for London on Saturday via B.O.A.C.

•

MARGARET O'BRIEN will leave New York today for Chicago.

•

CELESTE HOLM will arrive in New York today from Hollywood.

O. D. Weems, 69, Dies; 40-Year Veteran

BALTIMORE, Aug. 28.—Former Chief Barker of Baltimore Variety Club O. D. (Nick) Weems, active for 40 years in show business, died here suddenly. He was 69 and is survived by an uncle and cousin.

A native Baltimorean, he began his theatrical career as a member of the chorus of the original Broadway company of "The Merry Widow." Later he became Baltimore representative for Columbia Pictures, a post he held for many years.

Sign Nancy Kelly

Jack L. Warner over the weekend announced that Nancy Kelly has been signed by Warner Bros. to play her original Broadway role of a mother in the film production of "The Bad Seed" which Mervyn LeRoy will produce and direct for the studio.

Herman Knonwitz Dies

BOSTON, Aug. 28.—Funcral services were held for Herman "Tiny" Knonwitz, former salesman for Universal and Monogram, who has been in the furniture business for 10 years.

TOA Conclave Trip To Be Contest Prize

The winner of a contest now being conducted among the theatre managers of the Wallace Theatres, Inc., of Lubbock, Tex., will get an all-expense trip to Los Angeles to attend the annual convention of Theatre Owners of America at the Hotel Biltmore, Oct. 6-9, according to Royce Blankenship, general manager of the circuit.

Editorial

(*Continued from page* 1)

promise to appear without pay in one of theirs later on.

The idea for the latter, he believes, originated with the exchanges of guest appearances on TV programs.

•

There is only one answer to the increasingly serious problem of talent supply and availability, the producer concluded — Hollywood must build up new stars, and keep on building them.

Someone mentioned Compo's Audience Awards campaign, in which the public will be invited to express its preferences among new Hollywood talent, something which inevitably must prove a prelude to stardom for many.

"Too bad," he commented, "the industry didn't start something like that years ago."

See $700,000 Net for Color Corporation

Sales and services in 1955 by Color Corp. of America are anticipated to be between $4,000,000 and $6,000,000 and net earnings at $700,000, against a deficit of $140,000 in 1954, and $331,000 in 1953, according to Martin Stone, vice-president.

The company, after four unprofitable years, has a tax loss carry-forward of approximately $1,000,000 and will pay no income tax this year.

Color Corp. has concentrated most of its activities in its television and film-equipment making division and in the first six months of this year earned $400,000, Stone disclosed. The company sold its film laboratory about one month ago.

Award to UPA

The United States came away with the first international prize from the current Venice Film Festival here on Friday when Columbia's UPA cartoon "Fudget's Budget" won the competition in the animated short subject category.

TOA Stand on Shor Letter Awaits Official Comment by Martin

Copies of the letter which Allied States president Rube Shor sent to E. D. Martin, president of the Theatre Owners of America, which criticized TOA for spurning governmental regulation, will be sent to the top officers of TOA before an official reaction is revealed, it was learned here at the weekend.

According to a spokesman for the exhibitor group, Martin has been on a business and vacation trip throughout the South and did not see Shor's communication until Friday, when he returned to his Columbus, Ga., headquarters.

Other Officials Silent

Comments from other top TOA leaders were withheld under a self-imposed ruling which said that inasmuch as Martin received the letter, the TOA president should be the one to comment on it. It is understood, however, that after all top TOA executives read the letter from the Allied head, an official group reaction will be delivered.

House Group Against Treble Damage Bill

WASHINGTON, Aug. 28.—A resolution in opposition to changing mandatory treble damage provisions of the anti-trust laws, was adopted by the House Small Business Committee, according to committee chairman Wright Patman (D., Tex.) in insertion in the Congressional Record at the weekend.

Patman testified against changing the provision at hearings during the recently concluded congressional session, held by the House Judiciary Anti-Monopoly sub-committee.

The sub-committee was considering a bill, on which it took no action before adjournment, to give judges discretion to award less than treble damages where violations were not "willful".

Funeral Rites Today For Para.'s Cicero

Funeral services for John Cicero, 54, production chief of Paramount Pictures' advertising department, will be held this morning at the Church of the Immaculate Conception, Tuckahoe, N. Y., with the interment to follow at Holy Mount Cemetery, Eastchester, N. Y.

Cicero, who is survived by his wife, June, died early on Friday at Lawrence Hospital, Bronxville, N. Y., following an illness. He joined Paramount in March, 1929, as production chief of the advertising department, and continued in that position until his death.

. . . NEWS ROUNDUP

Lalley and Love Expands

Lalley and Love, Inc., industr film producers here, has expanded production facilities in a new locat and studio equipment. Current p duction includes films for U.S. Bre ers Foundation, International La Corp., Columbia Records, New Y Daily News, American Motors Co and Grumman Aircraft, according president James Love.

■

Suspends Weekly

"Good News Weekly," publis by Crescent Amusement Co. of Na ville for the last 17 years, will s pend publication shortly. The full-s newspaper is distributed gratis in e of the circuit's 75 theatres and c ried neighborhood news as well copy for current attractions. The c of publication will be diverted other channels of promotion.

■

Film Big Cargo Item

Film was among the 10 top frei shipments carried by United Lines during the first half of year, it is reported by R. L. Mang superintendent of cargo sales. Ran by total weight flown, the nine ot major items in the six-month per were machines and machine pa electrical parts and equipment, flowers, printed matter, wearing parel, auto parts and accessor hardware, aircraft parts and ac sories and advertising material.

■

Pathe-Welo Deal

Mueller Welo Productions closed a deal with Pathe Laborato for the processing in Pathecolor of Eastman color feature, "Green Tra

Five More Circuits Join Awards Drive

Five additional circuits, operatin total of 210 theatres from New Y to California, have been added by Council of Motion Picture Organ tions to the growing list of thea enrolled for the Audience Awa campaign.

The circuits are: Fabian Theat operating in New York, Pennsylva and Virginia; Video Independ Theatres, in Oklahoma and Texas; diana Illinois Theatres, in India Illinois and Michigan; Walter Re Theatres, in New York and New J sey, and the United California T atres, in California and Nevada.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fe Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2 Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Mo Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone Cl 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond L Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a yea a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as sec class matter Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies,

Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

Spotlighting the News

New Packaging

▶ Unlike the automobile manufacturers, the television set makers have rather little that can be tinkered with to stimulate new model purchasing. After all, a television set consists fundamentally of a picture plus certain controls and the "insides," familiar territory only to the engineer and service man. Color decor is limited to what the average American home can tolerate without having its inhabitants put on blinders or dark glasses. Despite all these handicaps — relatively speaking — the television set makers have done wonders in packaging. When screen size became fixed—for now, designers and advertising writers were left with the positioning of the controls and the technical wonders of the particular make. Controls have been put in front, on the side, and on the top—everywhere but on the bottom. The problem remains that adjusting a TV set is not easy unless there is an observer at the customary viewing distance. Now CBS-Columbia announces that its 1956 models feature a "tilt-out" chassis, for easy servicing. The average consumer awaits the day when the television set will require no more servicing in relation to its initial cost than the auto or the average household appliance.

Reradiator Problem

The appeal this week of the Jerrold Electronics Corporation to the FCC to shut down what are described as "illegal television reradiators in the Northwest" has focused attention on a relatively little known but important part of television. No communications service can lay claim to the title unless it is available throughout the country. It is the community antenna systems which are bringing television to many homes which otherwise could not receive programs except at prohibitive cost. Such service now reaches over 1,000,000 persons. The current dispute involves the role of "reradiators" which pick up a signal, amplify it and retransmit it on the same frequency. On the other hand the community antenna systems pick up a station by means of a master antenna, amplify the signal and then deliver it by coaxial cable. The cables, of course, cause no interference problems, the "reradiators" can and do, according to Milton J. Shapp, president of Jerrold. That this battle will spread seems likely from the fact that there are now more than 400 community antenna systems. Reradiators can promise television in remote areas for less than community antenna systems, at least until maintenance costs are included.

"Brilliant Future"

MEXICO CITY: It's now official. "Television in Mexico has a brilliant future because of its services to industry, commerce and science, and because of its increasing entertainment values," the Ministry of Communications and Public Works, which controls radio and television, announced in a recent bulletin. Mexico City has three TV stations in operation and eight others throughout the country have been authorized.

SAG Footnotes

▶ The "fine print" in the new Screen Actors Guild contract which governs conditions and payments, including re-run wages, for the next five years contains some noteworthy provisions. For instance, there is no re-run fee for trailers used either on television or theatrically. Also, when there is a conflict between rates in the contract for television films and the contract for theatrical films, the actor is to receive the higher compensation. Some interpretation problems are bound to occur as more films made for television find their way into theatres.

Accent on Story

▶ Darryl F. Zanuck's long standing basic policy of rating story above all other factors in motion picture entertainment came sharply to bear last week on the affairs of Twentieth Century-Fox's television subsidiary, TCF Productions. Julian Johnston, one time studio story editor, and David Brown, present story editor, have been given supervision over scripts prepared for TFC's hour-long General Electric series and the half-hour Flicka series. Otto Lang, a main-line 20th-Fox producer, was appointed an executive producer in the TCF setup, which is headed by Sid Rogell. Actively associated in TCF production and planning is Michael Kraike, long important in Columbia Pictures' Screen Gems. Production at TCF is expected to move forward rapidly under this executive setup, with more and more of the parent studio's top players making their TV debut in new and remade vehicles. Eventually the TCF writing staff is expected to number 30 and 14 stages will be in regular use. TCF's annual television production potential is 680 half-hour television shows (or, their equivalent), acording to the studio. That is about 10 times the studio's present volume of feature film production.

Long-Range View

▶ Evidence of the existence of the long-range point of view in a new and youthful industry is always a happy sign. One such sign was seen last week in the announcement from Sylvester L. Weaver, Jr., president of the National Broadcasting Company, naming the 1955 winners of the NBC President's Award and NBC Employees Fellowship. The winner of the first Robert E. Dierbeck, 27, television coordinator of the Milwaukee Public Museum, gets a cash

(*Continued on page 6*)

No Linguists

David Niven, Dick Powell and Charles Boyer don't speak very good Japanese and it's absurd to pretend that they do. As a consequence, the producers of the "Four Star Playhouse" TV film drama series will not affix Japanese sound tracks to their dramas when they are released, in the near future, as featurettes to Japanese motion picture theatres. They will be seen with subtitles only.

In Our View

THE AVENUES of communication, of which Television is rapidly becoming among the most potent, swung into vigorous action in the recent flood disaster which swept portions of the Northeast with vicious and devastating force. Television and radio earned well all the tributes paid them in the heroic and vital role they played in helping to bring succor to the stricken areas and their people. To that paean of praise we add our voice, strongly and whole-heartedly.

And yet there appears to exist the need of a note of warning, a touch of suggestion, perhaps, in such situations. There will be other times like these, of that there is no doubt. Nature has a way of reasserting her mastery at intervals. The point is that the men in charge of programs in handling such situations must employ the finest of judgment in drawing a line, in the early stages, between spreading alarm, which may do a distinct disservice, and trumpeting an alert, which is of the greatest importance. Likewise it is necessary, in reporting on the event, to guard against intrusion into grief, invasion of privacy to the point of bad taste. This can do the medium at fault nothing but harm in the eyes of many of its supporting audience.

Television may also serve by urging in the strongest possible terms that would-be sightseers stay at the TV set, and keep out of disaster areas. They confound confusion. Additional fine cooperation was offered by Television in the appeals for contributions to assist in reconstruction and aid for the stricken, subsequent to the disaster. Well done—all hands!

The Show-Makers

Mercedes McCambridge stars in ***Whitfield Cook's*** *television adaptation of F. Scott Fitzgerald's "Tender Is the Night" on CBS-TV's Front Row Center September 7.* ***James Daly, John Abbott*** *and* ***Olive Sturgess*** *will be in support.*

◆

Cyd Charisse *will be one of the prominent guests on the premiere show September 14 of ABC-TV's "The MGM Parade." Miss Charisse will tell host* ***George Murphy*** *some of the inside detail on the filming of her latest release "It's Always Fair Weather."*

◆

Jose Ferrer, *who has played "Cyrano De Bergerac" to all sorts of applause on stage and screen, will bring the Rostand romance to television as NBC-TV's second presentation in the fall Producers Showcase series, October 17.*

◆

Sid Caesar, Rosemary Clooney, Frankie Laine, Nanette Fabray *and* ***Marion Lorne*** *are among the roster of guest stars who will be on hand to help* ***Perry Como*** *launch his new Saturday night NBC-TV "The Perry Como Show" September 17.*

◆

With the signing of ***Floyd Crosby*** *as director of photography,* ***Chester Erskine*** *has completed the line-up of the staff for his new "TV Reader's Digest" video films for release over ABC-TV during the coming season.*

◆

Mike McCrary *is the newest addition to the Tex and Jinx staff, working for his father,* ***Tex McCrary,*** *this summer covering assignments as a globe-trotting reporter. He sends back his reports by letters, still pictures and tape recordings. He is 19 years old.*



Broderick Crawford, center, star of the new Ziv television film series, "Highway Patrol," reaches Los Angeles and is greeted by Vernon Clark, series producer (left), and H. A. Duryea, supervising inspector, California Highway Patrol. The aim, apparently, is accuracy.

◆

Fred Allen *will be the narrator for "The Jazz Age," that "dramatic re-creation of the Roaring Twenties" which Henry Salomon is producing as part of NBC-TV's Project 20 during the 1955-56 season.*

◆

Gloria DeHaven, Henny Youngman *and* ***Mort Gunty*** *will make guest appearances on CBS-TV's "Frankie Laine Time", Wednesday.*

◆

The late Douglas Fairbanks, Sr., will star again with the release to television this Fall of a package of four of his greatest successes, "The Black Pirate," "Mr. Robinson Crusoe," "The Iron Mask" and "The Gaucho," for which ***Herman G. Weinberg*** *is writing narration and composing the musical score. Odyssey Pictures will be releasing the package through Major Television Productions.*

◆

Thorton Wilder, *Pulitzer Prize-winning playwright and novelist, becomes a television personality this Fall with the NBC-TV productions of his "The Skin of Our Teeth" September 11 and "Our Town" September 19. Co-starring in the latter are Frank Sinatra, Eva Marie Saint and Paul Newman.*

◆

Georgiann Johnson *and* ***Richard Kiley*** *have the co-starring roles in "A Chance at Love," an original television drama by* ***Shirley Peterson*** *on CBS-TV's Studio One Summer Theatre tonight.*

Passing in Review

TENNIS MATCHES, WABD, New York, 2 hours, August 23, 1955. Pepsi-Cola Company.

Let there be no mistake about it; sports form one of the greatest focal points of interest for the television public of the United States. DuMont, on WABD in New York, is taking successful cognizance of that fact with its Sports Spectaculars, of which Tuesday evening's 9 to 11 P.M. tennis matches were an outstanding example. Some of the world's top tennis stars, from Australia and the United States, competed on a specially constructed court at DuMont's Telecenter in New York. Al Hollander, director of WABD operations, supervised, and the opportunity for proper camera placement, lighting and other conditions made for fine results. A small studio audience lent a competitive and authentic note to the matches. Don Budge played and was at the microphone, Jack Kramer was part-time host, and there can be no doubt the legion of tennis addicts in the area sat glued to their TV sets. It was an excellent job, catering admirably to a wide—if special—audience.

LET'S TAKE A TRIP, "Eighth World Boy Scout Jamboree," CBS-TV, 1 hour, August 21, 1955. No sponsored.

Ostensibly on vacation and n scheduled to go back on the a on a regular basis until Septemb 25, CBS-TV's "Let's Take A Tri last Sunday presented one of most engaging shows in coveri the eighth world Boy Scout Ja boree encamped at Niagara-on-t Lake, Ontario. With announc Sonny Fox and small fry Ging McManus and Pud Flanagan the foreground, the carefu placed TV cameras caught graphic, informative and amusi story, with scenes ranging fr two earnest Scouts making biscu over an open fire to more specta lar shots of native dances p formed by Scouts from Irela India, Israel and the Philippin among others. This was a f example of the kind of on-t spot coverage which television, a no other medium, can provi Stephen Fleischman was produc Jack Kuney, associate produc and Roger Englander, director f the presentation, produced with cooperation of the CBC.

COMMERCIALS ON THE SPOT

That basically-important-to-the-sponsor part of the program, the commercial message—and also station-break spots—will show evidence of considerable freshening in approach and handling of the sales appeals commencing in the Fall. For competitive reasons, details are not being disclosed at this stage, but there is considerable activity under way among the principal commercial producers. New commericals now in production or in preparation include the following.

At Screen Gems: Falstaff Beer (through Dancer-Fitzgerald Sample); Bulova Watches (McCann-Erickson); Budweiser Beer (D'Arcy); RCA Victor (Kenyon & Eckhardt); Antizyme (Lambert & Feasley); At Transfilm: G-E Radio and TV Sets (Maxon, Inc.); Winston Cigarettes (William Esty); Imperial Margarine (Foote, Cone & Belding); Old Gold Cigarettes (Lennen & Newell); Camel Cigarettes (William Esty); Ban Deodorant (BBD&O); Saran Wrap (McManus, John & Adams); Ford V-8 (Kenyon & Eckhardt); Rheingold Beer (Foote, Cone & Belding); Coca Cola in Bottles (William Esty); NY Telephone Co. (BBD&O); Robert Hall Clothes (Frank Sawdon); Betty Crocker Cake Mixes (BBD&O); Prestone Anti-Freeze (William Esty).

At **A.T.V. Films:** Ivory Soap (Compton Advertising, Inc.); Blue Bonnet Margarine (Ted Bates & Co.). At **American Productions:** Duff's Mix (Doherty, Clifford, Steers & Shenfield, Inc.); Bordens (Doherty, Clifford, Steers & Shenfield, Inc.). At **George Blake Enterprises, Inc.:** Lucky Strike (BBD&O); White Owl Cigars (Young & Rubicam). At **Caravel Films, Inc.:** Gillette Razor Co. (Maxon, Inc.); American Standard (BBD&O); Geritol (Edward Kletter Associates); Socony-Mobile (Compton Advertising, Inc.); Bufferin (Young & Rubicam); U. S. Savings Bon (McCann-Erickson). At **Cinegraphics, Inc.:** Remington Rand (Young & Rubicam); General Te & Rubber Co. (D'Arcy); Chur Chocolates (Helton & Riggio Eastman Kodak (J. Walter Thom son); Bethlehem Steel (placed rect); Hostess Cup Cake (Ted Bates & Co.). At **M.P.O. Television Films, Inc.:** Maxwell House Cof (Benton & Bowles); Johnson & Johnson (N. W. Ayer); Richard Hudnut (Kenyon & Eckhard Schick Electric Razor (Kenyon & Eckhardt); Rinso (J. Walt Thompson); Helena Rubinstn Colortone (Ogilvy, Benson & Mather, Inc.).



STATION TO STATION

WITN, Channel 7, Washington, C., will become an NBC-TV iate September 26, it has been ounced by Harry Bannister, C vice-president in charge of ion relations, and William ertson, Jr., general manager WITN.

tation KDAL-TV, Duluth, n., has signed for 111 Holly- d feature pictures and shorts m Associated Artists Produc- is. The films include the new ovieland" group, the "Hall of ne Classics" package, Westerns, ndid Camera" shorts and hnny Jupiter" productions.

The Georgia Association of adcasters wants Georgia Con- ssmen to investigate the possi- ty of stabilizing all daylight ing time throughout the nation. e association, ending a two-day eting at St. Simons Island, ap- ved a change in by-laws pro- ing that officers will be elected ing the summer meeting. That ans that Glenn Jackson, presi- t, managing director of WAGA- in Atlanta, will hold office until t summer.

Esso Standard Oil will sponsor our Esso Reporter" over WRCA- three times a day, Monday ough Friday beginning Septem- 5. Kenneth Banghart will han- the night assignment and ger Bowman the two morning ts.

Feature Horse Race," a tele- t of the top race from the New k tracks each Saturday after- n returns to the ABC-TV net- k and WABC-TV, New York, the fall season September 3. d Capossela will call the race h week and Art Fleming will dle the commentary.

The E. and J. Gallo Winery of desto, Cal., has signed for alter- e week sponsorship of the erlock Holmes" series and the r. and Mrs. North" series on ABD, New York.

Mr. Wizard" doesn't live in cago any more. Don Herbert, fun-with-science teacher has ved his family, staff and head- rters to New York and the kly program will originate re starting September 10.

A new landmark on the Chicago zline was established this week en the antenna for Station WGN-TV was erected atop the Prudential Building. Its tip is 914 feet from the street level. The station will switch to the new antenna from the present one on the Tribune Tower in October, according to Carl Meyers, director of engineering.

"Fury," a new TV film series based on the "Black Beauty" classic, will be sponsored over NBC-TV by General Foods starting October 15. Television Programs of America is producer of the series starring Bobby Diamond and Peter Graves.

K C E N - T V, serving Waco, Temple and central Texas, announces that by the latest count there are 125,136 TV sets in the area.

WPTZ-TV, Philadelphia, will present the filmed series "My Little Margie" in the afternoons five days a week.

EVISION TODAY—Editorial Director: arles S. Aaronson; Eastern Editors: ky Herman, Vincent Canby; Holly- od: William R. Weaver, Samuel D. ns; Washington: J. A. Otten; London: ter Burnup; Photo Editor: Floyd E. one.

MEMO TO THE EDITOR

What Is Summer Entertainment —And When Are Spectacular?

SIR:

When we were holding conferences last spring in preparation for the advent of *Television Today* we discussed the role of the television critic—how he must review in long range perspective presentations which often are of as momentary a nature as equinoctial squalls. It was agreed that we, being a trade publication, should be constructive and, in the interests of readability, concise.

At this date it seems we might also have formulated two specific codes of rules, for the reviewing of summer and winter shows, with particular reference to spectacular. (I've taken the liberty of raising up that former adjective to collective nounhood.)

The need for an articulated double standard was manifest in this office last Tuesday morning some time after the coffee break and in our open period for oral calesthentics, approximately 12 hours after the conclusion of the latest Producers Showcase presentation ("The King and Mrs. Candle," NBC-TV, 1½ hours, color and black-and-white, August 22, 1955, Ford Motor Company and Radio Corporation of America).

Personally, I had found the production not very entertaining. However, a glance at the New York dailies revealed that, with one exception, all the lay critics had found it delightful. But most importantly, and certainly more formidably, our editorial assistants had thought it simply swell.

Since one doesn't argue with personal opinion—or stuff a grapefruit in a lady's face—without benefit of outside stimulants, the conversation would have died there, had not one of the girls added grimly: "It was a wonderful show. . . . perfect summer entertainment!"

It's this latter phrase which gives me pause. Lay reviews of "The King and Mrs. Candle" invariably referred to it as summer entertainment. What the hell *is* summer entertainment? This is not a facetious question. I realize that I have used the phrase myself without thinking. And I might have gone on indefinitely had it not been applied to a live, color spectacular, costing upward of $100,000 and requiring tremendous amounts of time, energy and top-notch talent. It can be assumed that "summer entertainment" as used above refers to something that is lightweight, porous and (by tacit agreement) generally inferior to that which one might expect in winter.

If this is true, it can be assumed further that the American public —in matter of taste—is a sort of intellectual polar bear that hibernates in summer instead of winter. The television receiver, however, is not yet a portable instrument and until it is (and can be plunked down on beach or canoe and promptly forgotten), the majority of the viewers must sit in the same chairs in the same suroundings in which they watch the winter programs. It's highly unlikely then that their standards are going to fluctuate in inverse ratio to the temperature. If anything, it's going to take better shows to keep them before their receivers.

The presentation of "The King and Mrs. Candle" also accents the need for restating the origin of the word spectacular. Funk & Wagnalls' Practical Standard Dictionary defines the adjective as "characterized by grand scenic display." The noun "spectacle" has as its first meaning "that which is exhibited to public view" and as its second, "an unwelcome or deplorable exhibition."

As thrown into the breach by NBC to designate the network's first, original 90-minute musical comedy, spectacular (as a collective noun) was closely related to the adjective. Now, however, it's in the public domain. A spectacular is any long, costly show no matter what the content, network of origin or season. It's noteworthy too—semasiologically—that the best of all the summer spectacular had a cast of two performing in one set, "The Fourposter."

My disaffection for the "King and Mrs. Candle" had nothing to do with any high and mighty principles about Graustarkian wheezes. I've read "The Prisoner of Zenda" several times, have seen every film version of the last 20 years and am equally delighted by "The Merry Widow" and "The Student Prince."

Rather it had to do with a conviction that increased as the 90 minutes went by, one by one, that just about everything could have been better: the little, unlyrical songs, sung by troupers, not singers; the semi-ballets (let's go back to the days of Busby Berkeley when girls formed pinwheels to be photographed from above, or carried violins which, when the lights were turned off, suddenly went all over phosphorescent); the comedy (with its roots in another era), and the frantic physical production which went so far awry at one climactic point as to allow the shadow of a sound boom to hang for minutes over Irene Manning's shoulder.

In light of the foregoing, will you, the editor, recommend a seasonal approach to reviewing, or shall we assume that the industry and the public are reasonably stable entities in the face of all save . . . well, say a $64,000 question?

Respectfully,
Vincent Canby

[Mr. Canby would seem to have a point or two which needed making, and we herewith invite all and sundry to get into the act. What's the score on "summer" shows and "spectacular"?—*The Editor.*]



SHOWS ON THE MARK

"Warner Brothers Presents" will launch its new ABC-TV series September 13 with a "Kings Row" drama, to be followed September 20 by one of the "Cheyenne" series and September 27 by one of the "Casablanca" series.

NBC-TV will launch a new 30-minute drama series, "Star Stage," September 9. The series, scheduled to run 52 weeks, will feature name players and will originate in Hollywood and New York. Twenty-six of the shows will be live and 13 filmed, the latter to be repeated during the summer period. Campbells Soup and Swanson Frozen Foods are alternate sponsors.

For the fourth year, the Admiral Corporation will sponsor Bishop Fulton J. Sheen's "Life Is Worth Living." The show begins its Fall season over the ABC television network October 13.

NBC-TV has delayed until October 31 the originally announced October 3 starting date for its new Monday through Friday one-hour drama series, "Matinee," which will originate live from Hollywood.

Bill Bendix's "Life of Riley" starts it fourth TV season September 16 over NBC-TV under the sponsorship of the Gulf Oil Corporation.

The traditional National Professional Football League Thanksgiving Day game between the Detroit Lions and the Green Bay Packers, at Detroit's Briggs Stadium November 24, will be telecasted coast-to-coast by ABC-TV under the sponsorship of the General Tire Company.

"Outside U.S.A.," a new live-film documentary series with Quincy Howe as commentator, will have its premiere over the ABC-TV network September 1. The series will deal with significant stories abroad and their effect on the United States. The first program will be "Agriculture in the U.S.S.R."

"Frontier," described by NBC-TV as "a new realistic type of western drama," will make its debut September 25. Worthington Miner is executive producer and the Reynolds Metal Company the sponsor of the filmed series.

NBC-TV's award-winning "Medic" begins its second season September 5, three Mondays out of four. Richard Boone, of course, will be on hand as Dr. Konrad Styner.

The initial program in the new fall series of Robert Montgomery Presents over NBC-TV will be "The Woman in The Window" starring Robert Preston, a television adaptation of the motion picture. Schick Electric Razors and Johnson's Wax are alternating sponsors.

Eddie Fisher returns to television with his NBC-TV "Coke Time" August 31.

HOLLYWOOD

JIMMY FIDDLER'S movie column format, which he features on KTLA, may prove to be a showcase for video network interest. . . . KHJ-TV used a 15-minute spot Thursday to preview highlights of its new "Adventure Theatre" series which makes its debut tonight. . . . The latest group of directors to sign up for one or more assignments on Screen Directors Guild Playhouse filmed programs, bringing the total to 70, includes **Ida Lupino, Otto Preminger, Edmund Goulding, William Dieterle, William A. Seiter** and **Ted Tetzlaff.** The Eastman Kodak series is slated to start rolling sometime early next month.

—Samuel D. Berns

WHO's WHERE

CORWIN NUSBAUM and **TED VERNASCO** have become account executives for WNDU-TV, South Bend. Mr. Nusbaum was with WSJV-TV, Elkhart, Ind., and Mr. Vernasco was sales manager for WHFB, Benton Harbor, Mich.

BILL ADLER, former producer for Tex and Jinx McCrary, has been named director of press and special events for WABD, Channel 5 by **TED COTT**, general manager of the station. He has been director of special projects for WRCA-TV.

AL PERLMUTTER has been moved from the WRCA-TV advertising and promotion department to manager of special projects in the news department. **AL SLEP**, from the promotion department of Republic Pictures, takes his place as promotion coordinator.

HARLAN J. DUNNING has been named network program supervisor for CBS Radio. He succeeds **NORMAN FRANK**, who left CBS to join NBC Television in a production post.

ALVIN COOPERMAN has been named manager of program sales for NBC-TV, it was announced by Michael Dann, director of program sales for the NBC television network.

British TV to Have Shining Premiere

LONDON: Plans for curtain-up day, September 22, for Independent Television in Britain are swiftly crystallizing. Sir Anthony Eden and his Cabinet are expected to attend a glittering inaugural ceremony in the form of a Banquet in London's historic Guildhall.

The ceremony, which will be televised, be immediately followed by programmes designed as a foretaste of everything that independent TV has to offer: Sir John Barbirolli conducting the Halle Orchestra, vaudeville, all-star theatre, professional boxing, cabaret and a fashion show. It will be presented by Associated Rediffusion.

The whole of the first night's profits will go to Charity. Advertisers will pay double their normal dues. Artists will appear without fees. A. R. estimates that not less than £10,000 will be handed to charity.

A separate company, the Incorporated Television Programme Company, Ltd., has been formed to produce TV programmes. Chairman of the company is Prince Littler, with Val Parnell, managing director.

The company is to provide six hours of programmes to Associated Broadcasting Company each Saturday and Sunday, and about two hours daily to Associated Rediffusion between Monday and Friday. In addition, I. T. P. plans to sell programmes to the B. B. C. and to the TV networks in various countries overseas.

JACK SOLOMONS — sometime fishmonger here but acknowledged currently as the country's leading boxing promoter—has joined I.T.P. as boxing adviser. After the grand inaugural show September 22, Mr. Solomons—who is not unknown in American circles — has contracted to televise boxing shows for one hour on alternate fortnights.

Lofty Mr. Solomons said that he is interested in TV only in so far as it helped boxing. "I am still against televising championship fights." He made it clear that in all boxing promotions, televised or otherwise, the last word rested with the British Boxing Board of Control.

THE Independent Television Authority announces that its transmitter designed to serve the industrial Midlands of Britain will come into operation in January or February of next year. The station is in process of erection and equipment adjacent to the sedate Cathedral city of Lichfield but it is claimed it will serve a population of some six millions, mainly in the busy iron and pottery towns of Birmingham, Wolverhampton, Coventry, Derby and Stoke-on-Trent.

—Peter Burnup

SPOTLIGHT

(*Continued*)

prize of $6,000 and comes to York to study TV documen techniques at NBC. Frank Skinner, Jr., a 24-year-old pag the staff of NBC's guest rela department, winner of the fe ship, will go to the Yale S of the Drama to study scen sign. In both cases, NBC is ing to its own and TV's fu

For Talent, Too

► NBC's long range views concern its performing talent. network announced Friday setting up of a development g consisting of Elliott Lewis, M Josephsberg and Merritt W. num, to help its artists ap before the public in "fresh entertaining ways." The t based on the West Coast, wil velop ideas applicable to comers with star potential as as to established performers.

Tarzan in TV

► Sol Lesser, long identified Tarzan films—as well as other motion picture projects obtained from the Edgar Rice roughs estate TV rights to Ta Before the "go ahead" was rec a dispute involving the had to be settled with Comm productions, headed by W White, Jr. When that com did not exercise its rights w a certain period, the deal was with Mr. Lesser. The TV will star Gordon Scott, eleven the line of Tarzans, and wi made in association with Denove. Sol Lesser-Jack D TV Films, Inc. may also m series based on other prop owned by Mr. Lesser. Mean Mr. Denove through his own pany will continue prod "Cavalcade of America," "T Your Music," and "The Ch phers."

Promotion Week

► Plans for observance of tional Radio and Television W September 18-24, dedicated to licizing better home entertain as well as promoting a rad every-room policy for the A can family, will be under wa week in all parts of the co under the direction of the R Electronics-Television Man turers Association. Already than 100 daily newspapers announced they will publish s supplements in honor of th casion, and the list may b pected to grow as dealers, di utors and broadcasters pas word. Sponsoring the all-ind program with RETMA are th tional Appliance and Radio-e vision Dealers Association, th tional Electrical Dealers As tion, and the National Associ of Radio and Television B casters.

PEOPLE

rryl F. Zanuck, vice-president in e of production for 20th Cen- Fox, announced that Gordon lae will replace Frank Sinatra in ead of 20th Century-Fox's Cine- ope production of the Rodgers mmerstein musical, "Carousel." nnouncement of the casting of lae will reteam him with Shirley , feminine lead in "Carousel." young singers recently were co- d in "Oklahoma."

¤

gh L. Holleston has taken over ictoria Theatre, Algood, Tenn., its former owner, Joe Demon- .

¤

dy Mate, director, and Carmel s are planning the joint produc- f "The Case of Lela Cade." Miss s owns the story. Oliver Craw- is preparing the screenplay.

¤

y C. Ellis of the Raytheon Manu- ring Co. has been appointed an of the international depart- of the Radio-Electronics-Televi- Manufacturers Association, suc- ng William Adams of Sprague ric Co. who founded the depart- . Henry A. Correa of the Bendix national Division has been named hairman.

PTE

(Continued from page 1)

e a report on progress in inter- nal standards to be delivered by Deane R. White, of DuPont, who ded the Stockholm meet on in- tional standards.

und-table discussions will be on such themes as "Production ems in the Motion Picture In- y," and "Projection for Wide ns."

ngressman Hits

(Continued from page 1)

in a special Congressional Record tion at the weekend.

ngell, second ranking majority ber of the powerful Ways and s Committee which considers ex- ax legislation, condemned excises neral as a violation of the prin- of taxation according to ability y.

mont Will Meet nall in London

OLLYWOOD, Aug. 28. — John nt, Independent Film Export . representative, will leave New Sept. 3 for London, where he join Ellis Arnall, president of the ty of Independent Motion Pic- Producers, prior to the latter's ding the Anglo-American film ement negotiations which will n Sept. 12.

Pitts. Sold Out for Title Bout on TV

PITTSBURGH, Aug. 28. — Although the Marciano-Moore fight is almost a month away, the Harris, Penn and Stanley have been completely sold out for almost a week for the theatres' closed circuit telecast of the bout. To meet the demand for tickets to the event, negotiations are now going on to install mobile video units in the 8,000-seat Gardens, the 3,500-seat Enright Theatre in East Liberty and the 1,000-seat Fulton.

Screen Gems Makes European Sales

Television Today.. The initial sales of Screen Gems film programs in Europe were announced last week by John H. Mitchell, vice-president in charge of sales of the television subsidiary of Columbia Pictures.

The announcement was made as John B. Cron, recently appointed Director of European sales of Screen Gems, Inc., and general manager of Screen Gems of Great Britain, Ltd., set up headquarters in London to expand the international sales effort.

Fifty-two programs of the "Ford Theatre" series have been sold to Commercial TV contractors of London for use throughout the United Kingdom. Thirteen also have been sold to Radio Televisione Italiana.

"Adventures of Rin Tin Tin" has been sold in Italy as well as in France.

Special 'Hell' Date For VFW in Boston

BOSTON, Aug. 28 — In an unusual booking situation, the Universal feature "To Hell And Back" starring Audie Murphy, will play one evening's performance only at the Keith Memorial Theatre on Tuesday. This date was set to coincide with the national convention of the Veterans of Foreign Wars, with Murphy here to be honored as the most decorated soldier of World War II.

When the booking was first made, it was expected that Aug. 30 would be the kick-off date for the run of "To Hell And Back." But the current film at the Memorial, 20th-Fox's "Love Is A Many Splendored Thing" is proving such a draw that the management was reluctant to let it go. A compromise was made whereby the Fox Film will yield to the Universal picture for that one evening only, allowing the VFW conventioneers to take over 500 seats (the public will have the other 3,000). The next day the theatre will return to "Splendored."

Hornblow to Magna In Consultant Role

HOLLYWOOD, Aug. 28.—"Oklahoma" producer Arthur Hornblow, Jr., has signed with Magna Theatre Corp. to serve that organization as a consultant producer, on a non-exclusive basis, beginning Jan. 1.

Tax Repeal

(Continued from page 1)

meeting which called for an immediate tax repeal campaign were representatives of hundreds of theatres in the New York City metropolitan area operated by Leo Brecher, Century Circuit, Fabian Theatres, Interboro Circuit, Loew's Theatres, Paramount Theatres, Radio City Music Hall, Randforce Circuit, RKO Theatres, Roxy Theatre, Rugoff & Becker, and Stanley-Warner Theatres.

Exhibitors in all sections of the country are expressing themselves in favor of the Pinanski suggestion for an immediate tax repeal drive by Compo, although some have raised the question of the timing being right.

Humphrey Statement Welcomed

As if in answer to such questions, apart from the fact that next year is an election year, was the widely publicized statement at the weekend of Secretary of the Treasury George M. Humphrey that the Federal budget could be balanced next year. His favorable picture of fiscal prospects eliminates much of the doubt that now might be the wrong time to strike for elimination of the admissions tax, which some exhibitors had harbored.

The tax drive proposal, too, appears to be driving a wedge into Allied States ranks, with those regional Allied leaders whose theatres were freed of the tax in the last campaign voicing disapproval of a new one, and those whose theatres are still paying a 10 per cent Federal tax privately assuring reporters they are in favor of a new drive for the complete elimination of the levy.

TENT TALK

Variety Club News

Progress made by the Variety Club Foundation to Combat Epilepsy in the two years of its existence is reflected in the report issued by the organization to the Variety Club of New York, Tent No. 35.

The report points out that the Foundation, in supporting the Variety Club Clinic for Children with Epilepsy at the Columbia-Presbyterian Medical Center, has enabled that clinic to accommodate 6,250 parent visits a year in addition to aiding by education the bringing to the public knowledge concerning the disease.

The Foundation, itself, gave to the clinic $23,000 in its first year and $20,000 in its second, making a total cash contribution of $43,000 to date.

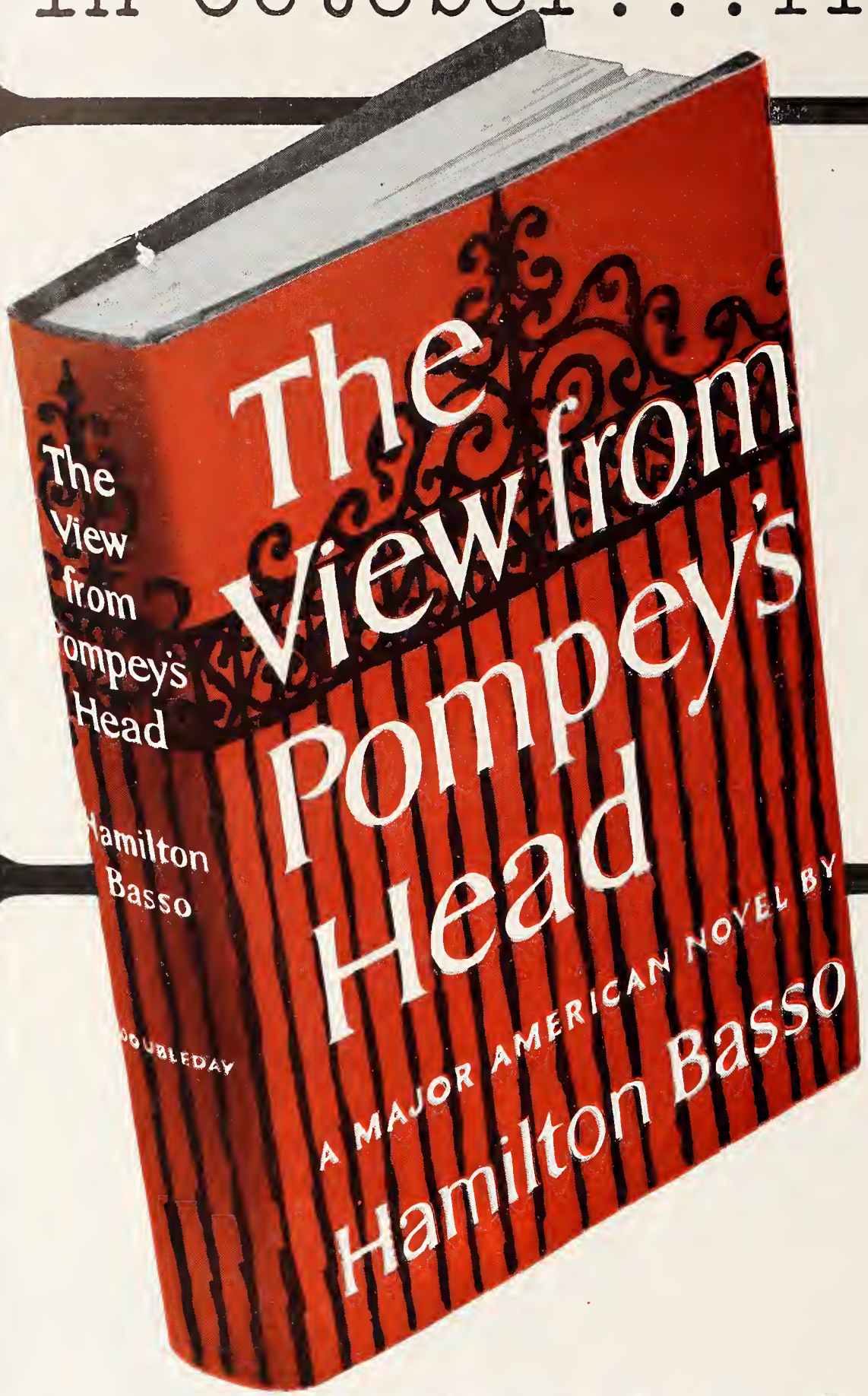
△

ATLANTA.—E. E. Whitaker, operations manager of Georgia Theatres, has been named to the international board of Variety Clubs. He is a charter member of the Atlanta Variety Club.



*EVERYBODY AND HIS COUSIN wants to see MY SISTER EILEEN, a Columbia picture, starring Janet Leigh, Jack Lemmon and Betty Garrett. The freshest, funniest Technicolor musical that ever went singing across the CinemaScope screen!

In October...from 20th*



For ten solid months the nation's No. 1 best-seller! Acclaimed by millions as a Literary Guild Selection!

"MAGNIFICENT"

IN CINEMASCOPE® COLOR by DE LUXE

AND YOU'LL PLAY IT WHILE IT'S STILL TOPPING THE BEST-SELLER LISTS!



** Watch this space for more facts about "The View from Pompey's Head"!*

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 42 NEW YORK, U. S. A., TUESDAY, AUGUST 30, 1955 TEN CENTS

Due to 3 Factors

See An Uphill Battle for Tax Repeal in '56

Experts Say Other Lines Of Industry Deserve Cut

By J. A. OTTEN

WASHINGTON, Aug. 29.—Any industry campaign for additional Federal admission tax relief next year will face even more of an uphill battle than the industry's successful 1954 campaign, according to Washington observers.

The industry won substantial relief early last year, when the tax was eliminated on tickets under 50 cents and reduced from 20 per cent to 10 per cent on those over that amount. The victory was hard-won, however, and took an all-out campaign by all branches of the industry.

Three factors make even more difficult any campaign for additional relief, it is believed. One is the fact that the industry won substantial

(*Continued on page* 7)

Jerrold to Tell Plan For Fighting Toll TV

Technical details which will demonstrate what he terms the "complete impracticality" of the proposed Zenith, Skiatron and Telemeter plans for the transmission of subscription television will be revealed by Milton S. Sharp, president of Jerrold Electronics Corp. of Philadelphia, at a press conference to be held at 10 A.M., Sept. 8 in the Jackson Room

(*Continued on page* 8)

Allied's Spade Work Turns Up TOA Pleader

Allied States general counsel Abram Myers engaged in correspondence with the Department of Justice recently to the end that interested exhibitors be notified of court hearings on applications by divorced circuits to acquire new theatres, in order that such exhibitors could make appearances in court and be heard.

First to take advantage of the arrangement, at the Loew's hearing here yesterday on purchase of a Florida theatre, was the Wometco Circuit of Miami, headed by Mitchell Wolfson, former president of Theatre Owners of America. Wometco objected to the acquisition, which the court approved. (See separate story.)

Fox Adds to 55mm Slate

Describing the first rushes of the 55mm. version of "Carousel" as being as "revolutionary in definition and audience participation as the original CinemaScope, Darryl F. Zanuck, vice-president in charge of production for 20th Century-Fox, yesterday approved the acquisition of 25 additional 55-mm. cameras. He also ordered the construction of a new 400-seat projection room at the studio to accommodate



Darryl Zanuck

(*Continued on page* 11)

Answers Compo Critics

McGee Says TOA Did Top Tax Repeal Job

Cites Work with Sen. Kerr of Okla.; Says Allied Would Claim Undeserved Credit

Special to THE DAILY

DENVER, Aug. 29.—A suggestion that perhaps Theatre Owners of America, rather than Allied States, represents the small exhibitors of the country and was most responsible for some 9,000 of them being relieved of the 20 per cent Federal admissions tax in the Council of Motion Picture Organizations campaign is advanced by Pat McGee of the Cooper Foundation in a statement issued to the trade press yesterday. McGee, with H. A. Cole of Dallas, was co-chairman of the Compo tax repeal campaign, and is a vice-president of TOA.



Pat McGee

McGee said it is a "matter of record" that he, McGee, "a vice-president of Theatre Owners of America, through his personal efforts provided this relief for the 9,000 small theatres, for which Allied wishes to take the credit for saving."

To substantiate his claim McGee released a photostat of a telegram he had sent on March 6, 1954 to Robert

(*Continued on page* 8)

To Make Film in New 'Dynamic Frame' Process in Britain

From THE DAILY Bureau

LONDON, Aug. 29. — Associated British-Pathe have agreed to an experimental production in Glenn H. Alvey's Dynamic Frame process, with finance partly furnished by the British Film Institute out of its fund set aside for experimental films.

The film is based on an H. G. Wells story and will be shot in Eastmancolor, processed by Technicolor. It will be produced by A. B.-Pathe's

(*Continued on page* 8)

More Circuits Join Audience Awards

Three more large circuits, operating a total of 129 theatres, informed COMPO yesterday that their theatres would participate in the Audience Awards election on Nov. 17 to 27.

They are the Stewart & Everett Theatres, Inc., operating in North

(*Continued on page* 8)

Settle Prudential Suit by Stipulation

The $2,500,000 anti-trust action brought by Associated Prudential Theatres, operating theatres on Long Island, against Loew's and other major companies has been settled by stipulation, with the exception of Columbia and United Artists which still are negotiating.

Under the terms of the settlement, the circuit's theatres in Bay Shore and Patchogue will have availability 14 days after Broadway, while its houses in Babylon, Amityville and Lindenhurst will play product seven days after Bay Shore and Patchogue.

Court Rules Against Wometco Objections

Loew's Circuit Wins Florida House

By MURRAY HOROWITZ

Loew's Theatres yesterday won its court petition to lease a Coral Gables, Fla., theatre, marking the divorced circuit's third theatre acquisition since its divestiture under the consent decree.

The application was approved by Federal District Court Judge Walsh over the objections of Wometco Theatres which was said to operate 23 theatres in the area.

Supporting Loew's Theatres' bid was the Department of Justice whose counsel, Maurice Silverman, joined the Loew's Theatres' attorney in contending that the granting of the petition would not restrain competition.

S. Hazard Gillespie, Jr., of Davis, Polk, Wardwell, Sunderland, and Kindel, representing Loew's Theatres, informed the court of his client's desire to operate the theatre, now under construction, as a first-run house.

Robert Wright, of Washington, counsel representing Wometco Theatres, called for a hearing on the merits of Loew's Theatres application. He contended that Loew's The-

(*Continued on page* 8)

PERSONAL MENTION

F. J. A. McCARTHY, Universal Pictures Southern and Canadian sales manager, will leave New York today for Miami.

•

ARTHUR CANTON, M-G-M Eastern division field press representative, is scheduled to return here today from upstate New York.

•

KEITH WEEKS, assistant to WILLIAM SPENCER, M-G-M studio manager, and EDDIE IMAZU, art director, will leave Hollywood at the end of this week for Tokyo.

•

FRANCES J. MCHUGH, secretary to IRA TULIPAN, 20th Century-Fox metropolitan newspaper contact, will be married on Friday to LAWRENCE W. ZILLIOX of New York.

•

ROBERT WRONKER, 20th Century-Fox publicity department feature writer, has resumed his duties following recuperation from a shoulder injury.

•

RALPH PEPPER, assistant treasurer of Paramount International, is the father of a son born Friday to MRS. PEPPER at Brooklyn Jewish Hospital.

•

JAMES STEWART and MRS. STEWART, who arrived in New York on Sunday from the Coast, will leave here shortly by plane for Europe.

•

LEO GENN is scheduled to arrive in New York today from London via B.O.A.C. Monarch.

•

CLAIRE TREVOR will arrive in New York today from Hollywood en route to France.

•

WALTER SELTZER, Hecht-Lancaster vice-president, arrived in New York by plane yesterday from the Coast.

•

SOL LESSER and MRS. LESSER will arrive in New York from England today aboard the "Queen Elizabeth."

•

RAY MILLAND has arrived in England by plane from New York.

Producing Firm Set For 'Keaton Story'

HOLLYWOOD, Aug. 29.—An independent producing company to film "The Buster Keaton Story" has been formed by Sidney Sheldon and Robert Smith, who have obtained the rights to all the Keaton routines, with Sheldon also directing.

Keaton will portray his own father in the picture, with another star portraying Keaton.

N. Y. Variety Club's Golf Day, Sept. 15

The annual Variety Club of New York golf tournament will be held at Vernon Hills Country Club, Tuckahoe, N. Y., on September 15. As usual, it will be an all-day affair, with 18 holes of play in the morning and eighteen holes after lunch.

According to Edward L. Fabian, assistant chief barker of Tent No. 35, there will be prizes for everyone who attends. The cost for the whole day, including golf, lunch, and dinner will be $20; lunch and dinner will cost $15, and dinner alone will be $10. These prices apply only to reservations made in advance; there will be an additional charge of $5 on any one of the above items for those who wait until the day of the tournament, Fabian said.

Harriet Parsons to Form Own Company

HOLLYWOOD, Aug. 29.—After 12 years as a contract producer at RKO, Harriet Parsons is forming her own company and will go into independent production. Miss Parsons, producer of "The Enchanted Cottage," "I Remember Mama," "Clash By Night," "Susan Slept Here" and others, has optioned several story properties, among them the life story of Mickey Walker, written by Douglas Morrow.

There is a possibility that "The Walker Story," her first, will be made at RKO, Miss Parsons' home lot for the past dozen years. No deal has been set, but the new management at RKO is discussing this and other independent projects with Miss Parsons.

Washington V.C. to Sponsor Cinerama

WASHINGTON, Aug. 29. — The Variety Club of Washington will sponsor the Washington premiere of "Cinerama Holiday" as a benefit performance for the club's welfare fund for Children's Hospital.

The premiere of the Cinerama film will take place at the Warner Theatre on Sept. 28. The opening of the second feature in Cinerama will be attended by government officials, diplomatic representatives and members of the entertainment world, the club stated.

Anderson Arrives to Write 'Sympathy'

HOLLYWOOD, Aug. 29. — Robert Anderson, author of the legitimate stage play, "Tea and Sympathy," has arrived here over the weekend to prepare a final screenplay for M-G-M of the play in conformity with the Production Code, according to an M-G-M spokesman.

Farewell Party for Loew's Oscar Doob

Newspaper friends and industry associates of Oscar A. Doob, M-G-M advertising executive who is retiring on Sept. 1, tendered him a farewell cocktail party last night at the "21" Club. Doob, who completes 50 years in the motion picture industry, of which 26 were with Loew's Inc., plans to locate in Palm Beach, Fla.

Griffith Johnson to Europe for MPEA

From THE DAILY Bureau

WASHINGTON, Aug. 29. — Griffith Johnson, special assistant to Motion Picture Association president Eric A. Johnston, will leave here tomorrow for an extended tour of European trouble spots.

Johnson will head for Italy, where he will attend the Venice Film Festival and work on current MPEA problems in that country. From there he'll go to Greece for work on tax and other disputes. Following that he'll go to Great Britain to work with Johnston on a new British film pact. A visit to Spain is possible following the British talks.

More Mexico-U.S. Co-Production Asked

MEXICO CITY, Aug. 29. — Santiago Reachi, president during the current three months of the Picture Producers Assn. (the office changes hands every quarter) is in Hollywood conferring with executives of the Association of Motion Picture Producers regarding increased co-production in Mexico by Americans and Mexicans. Reachi contends that more of that co-production will be of great mutual benefit. He is president of Posa Films, S. A., producer of pictures of "Cantinflas" (Mario Moreno), Mexican comedian.

Reachi will visit New York on business before returning here.

Reachi will produce for Alfa Films, S. A. "The Hidden Girl," co-starring Maria Felix and Pedro Armendariz. The picture will cost about $200,000. It is scheduled to start in October at the Churubusco studios here.

Retain Weshner

David E. (Skip) Weshner has been retained by Aubrey Schenck and Howard W. Koch as producer's representative for current and all forthcoming Bel-Air productions for United Artists release.

'Young' Opens Strong

Paramount's "You're Never Too Young" pulled a strong $31,478 in its five days at the Criterion Theatre on Broadway.

In U. S. Market

New Col. Unit Will Assist Foreign Films

From THE DAILY Bureau

LONDON, Aug. 26 (By Air M —Edward L. Kingsley, in curr negotiation with Columbia Inter tional in connection with the co pany's foreign films distribution su sidiary, was here en route to Venice Film Festival.

The subsidiary organization—D tributors' International Pictures Co is expected to start functioning t autumn. First pictures slated for d tribution include the Japanese "Sev Samurai" and G. W. Pabst's "T Last Act," based on the final 10 d of Hitler's life.

Kingsley explained to Lond newsmen that the function of his ganization will be handling of American distribution of specializ and foreign productions, includ Columbia's own overseas ventures, l excluding the type of picture ma by Irving Allen and Mike Fran vich. These would continue to handled through their normal ch nels.

"We want to find out which these pictures have a potiential m ket in the U.S. and to do a job foreign producers who may feel t their product is not getting a f showing," he said. "If we find have a big success on our hands will be taken over by the norm Columbia distribution set-up."

NEW YORK THEATRE
RADIO CITY MUSIC HALL
Rockefeller Center
"MISTER ROBERTS"
in CinemaScope and WarnerColor starring
Henry FONDA • James CAGNE
William POWELL • Jack LEMMO
A WARNER BROS. PICTURE
and SPECTACULAR STAGE PRESENTATIO

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If you think I'm wonderful, wait till you see **MY SISTER EILEEN***

Wait till you see **MY SISTER EILEEN***

Hey boss, if you think she's cute— wait till you see * **MY SISTER EILEEN**

Wait till you see **MY SISTER EILEEN***

A slick chick, Mr. Murgatroyd But you should see **MY SISTER EILEEN***

Please, Sir, go see **MY SISTER EILEEN***

MENU

A mere bagatelle, Oswald! wait till you see **MY SISTER EILEEN***


Here's
MY
SISTER
EILEEN

You haven't seen anything until you've seen

"MY SISTER EILEEN"



Eileen's mad about boys!

Her sister's glad about boys!



Eileen's boy-friends are mad at each other!

The landlord's just plain mad!



CINEMASCOPE

...and you'll be mad about the funniest, freshest, Technicolor filmusical that ever Cinemascoped joyously across the screen!



There's Nothing Like Love
•
Give Me A Band And My Baby
•
It's Bigger Than You And Me
•
I'm Great
•
As Soon As They See Eileen
•
Got No Room Mr. Gloom

MY SISTER EILEEN

STARRING

JANET LEIGH · JACK LEMMON · BETTY GARRETT

WITH ROBERT FOSSE · KURT KASZNAR · RICHARD YORK · LUCY MARLOW

Screen Play by BLAKE EDWARDS and RICHARD QUINE · Based upon the play, "My Sister Eileen", by Joseph Fields and Jerome Chodorov

Produced by FRED KOHLMAR · Directed by RICHARD QUINE · A COLUMBIA PICTURE

Color by TECHNICOLOR

make a DATE with MY SISTER EILEEN from Columbia

PEOPLE

George J. Schaefer has been retained as producer's representative for United Artists' "The Big Knife," Robert Aldrich production.

¤

Herb Jaffe, vice-president of Official Films here, has been named to the new post of executive vice-president. **Herman Rush** has been appointed vice-president in charge of sales.

¤

Jan Royce, who was "Miss Kentucky of 1949," has been chosen "Miss Kentuckian," the prettiest Kentucky-born girl in New York, to reign over the Broadway premiere of United Artists' "The Kentuckian," which opens at the Mayfair Theatre on Thursday.

¤

L. R. Gilland, Jr., and **Perry Reavis, Jr.,** have been elected vice-presidents of Essentee Theatres, Inc., of Charlotte, N. C. Essentee is the management company of Stewart & Everett Theatres which operates approximately 100 theatres in North and South Carolina.

¤

Marge and **Gower Champion** have formed Champion Productions to function for motion pictures, television, personal appearances and allied activities in the entertainment field. In addition to the Champions, the board of directors consists of **George Mercader, Al Melnick** and **Bernard Silbert.**

¤

Caryl Barrett, public relations consultant with headquarters in Paris and Rome, is serving as roving representative of Associated Motion Picture Advertisers at the international film festivals, president **David Bader** announced.

¤

Frank Burns has joined Transfilm here as head of shipping and purchasing.

¤

Robert Kiggens, former assistant manager of the Capitol Theatre, Madison, Wis., has been named manager of the State Theatre, Wausau, Wis.

¤

James Cline, of Ames, Ia., has replaced **Arlen Peahl** as manager of the Monte Theatre, Monticello, Ia.

Clarke Returns

Ned Clarke, foreign sales manager of Buena Vista, has returned from a nine-week tour of twelve European countries

See Uphill Fight on Tax

(*Continued from page 1*)

relief last year, and many Congressmen will feel that it should now take its place on line behind other industries which have not yet received any tax cuts. A second factor is that both Republicans and Democrats are going to be trying to make the largest possible reduction in individual income taxes, leaving less leeway for reduction in other taxes. Finally, the Treasury Department is known to feel that our tax structure already puts too little emphasis on excise taxes and that more, rather than less, money should be raised in this field.

Both Parties Eager

Nonetheless, both Republicans and Democrats are now openly talking about some tax reductions next year, and, therefore, an industry campaign for additional admissions tax relief would not be operating entirely in a vacuum. Moreover, a vehicle for an admission tax reduction campaign will clearly be available in the form of a bill extending auto, gas, liquor and tobacco taxes. Present high rates on these products are due to expire on April 1, under present law, and a bill extending the present rates is considered a certainty. Undoubtedly many industries will try to get amendments added to that bill reducing excise rates in other industrial fields.

This means that any industry campaign for admissions tax reduction must be ready to roll as soon as Congress returns in January, since the bill extending the April 1 excise rates—the best vehicle for any admission tax reduction — will be moving through Congress in February and March.

Tax experts put little importance in the bill already introduced by Rep. Thompson (D., N. J.) to eliminate the Federal tax on tickets to legitimate theatres. Thompson reportedly has said he would broaden the bill to repeal the tax for all types of theatre admissions, if exhibitors ask him. However, this tax provision is just one part of a broad bill affecting the arts, and the measure has been sent to the House Labor Committee.

Dingell in Favor

It is considered almost certain that any change in the admission tax would originate instead in the House Ways and Means Committee, which normally handles tax matters. Several Ways and Means Committee members, headed by Rep. Dingell (D., Mich.), have already said they would fight next year for further excise tax cuts, though few have specified which taxes they think should be reduced. However, the industry would likely have a better chance of success working through these members than through Thompson.

Set Allied Conclave Year Book Group

CHICAGO, Aug. 29.—Jack Kirsch, president of Allied Theatres of Illinois and general chairman of the 1955 Allied States convention to be held in Morrison Hotel here Nov. 7, 8 and 9, in conjunction with the TESMA-TEDA-IPA trade shows and conventions, has announced the appointment of the year book committee. It will formulate, edit and secure advertising for a descriptive book, containing pertinent convention and general industry information, to be distributed to all who attend the combined meetings.

Pappas Chairman

Named to the committee by Kirsch were:

S. J. Pappas, Automatic Vending, year book committee chairman; Arthur Schoenstadt, H. Schoenstadt & Sons, vice-chairman; B. Charuhas, Elm and Montclare Theatres; Jack Clark, Tiffin Theatre; James Gregory, Alliance Theatres; Robert V. Harrison, Goodman & Harrison; James Jovan, Monroe Theatre; Donald Knapp, Lucas Theatres; Howard Lubliner, Four Star Theatre; Sam C. Meyers, Meyers Theatres; Van Nomikos, Van Nomikos Theatres; Jack Rose, Indiana-Illinois Theatres; Max Roth, Capitol Film Co.; Mayer Stern, Joseph Stern Theatres, and Bruce Trinz, Clark Theatre.

Candy, Popcorn, Beverage group: Lester Grand, Confection Cabinet, chairman; Benjamin Banowitz, T.V. Time Foods; Charles Cooper, Theatre Concessions; Irving Davis, Irving Davis Co.; Glenn Packard, Alliance Amusement; Max Rosenbaum, United Beverage; and Manny Smerling, Confection Cabinet.

Theatre Equipment group: Spiro Charuhas, Abbott Theatre Equipment Co., chairman; Lou Aurelio, Abbott Theatre Equipment; T. S. Dariotis, Alliance Amusement; Thomas Flannery, Whiteway Sign; Robert Gardner, Gardner Theatre Equipment; R. V. Gottschall, Indiana-Illinois Theatres; Lew Harris, Alliance Amusement, and Charles R. Lindau, Lindau Theatres.

Editorial and Publication: Louis Abramson, of Allied Theatres of Illinois, Inc.

MMPTA Membership Aides NYC Red Cross

The Metropolitan Motion Picture Theatres Association, Inc., notified American Red Cross Flood Relief Headquarters here that lobby collections have been taken up in all its theatres over the weekend for flood sufferers in the devastated areas of the Eastern states.

Red Cross volunteers with special coin boxes and sashes reading "Flood Relief" manned stations in the key Broadway and neighborhood houses of the following circuits: Leo Brecher, Century, Fabian, Interboro, Loew's, Randforce, R.K.O., Rugoff & Becker, Stanley Warner, Paramount, Radio City Music Hall and the Roxy.

. . . NEWS ROUNDUP

Jimmy Fund Trailer Scores

The Jimmy Fund trailer produced by Ralph Wheelright of M-G-M, starring James Cagney, is attracting enthusiastic audience response in more than 800 New England theatres. The Jimmy Fund, an appeal for funds for the furtherance of research in the field of cancer in children, is sponsored by the Variety Club, the motion picture industry and the Boston Red Sox.

■

'Thief' in 3rd Hartford Week

Paramount's "To Catch a Thief" has been held for a third week at the Allyn Theatre in Hartford, said to be a longer run than any major film has had there in months.

■

N.O. WOMPI Fetes Officers

Loraine Cass, vice-president, and Lee Nickolaus, corresponding secretary, of the New Orleans Women of the Motion Picture Industry, will be honored at a lawn party on Sept. 17 at the home of Mrs. Milton Dureau.

■

"Hex" Rights to Robbins

David Robbins Productions has acquired the film rights to the musical dealing with life among the Amish, "By Hex," by John Rengier and Richard Gehman, with music and lyrics by Howard Blankman. Present plans call for shooting to begin in October in the Pennsylvania Dutch country. This will be the first musical to be filmed entirely on location.

■

ARC to Release "Queen"

James Nicholson, president of the American Releasing Corp., has announced that negotiations have been concluded with Milner Bros. Productions for the release of "Queen of Hells Acres" in Superscope. Milner Bros. are presently completing "The Phantom from 10,000 Leagues," to be released in November by ARC.

■

Buys "Good Shepherd"

C. S. Forester's "The Good Shepherd" has been purchased by Columbia Pictures. Production plans will start shortly and the picture will be added to the studio's 1956 shooting schedule.

New U.A. Albany Office

ALBANY, Aug. 28.—United Artists has signed a lease for part of the former Stanley Warner zone offices suite on the second floor of the Strand Theatre Building.

TOA's Levy Cites Exhibition Perils To British Group

From THE DAILY Bureau

LONDON, Aug. 26 (By Air Mail).—At a luncheon and special meeting arranged for him by CEA's Birmingham branch, Herman Levy, Theatre Owners of America general counsel, listed the perilous trends in the U. S. industry as: shortage of first-class product; sale of films on the auction principle which led to higher rentals; distribution insistence on extended playing time which prejudiced second-run houses; and the threat of coin-in-the-slot TV.

Levy was inclined to the opinion that exhibitors generally would not adopt the single feature program unless they were driven thereto by a physical shortage of product, or by public demand.

Asks Acceptance of Changes

Of screen dimensions, he declared that exhibitors who had not broadened their minds and their screens to cope with things like CinemaScope were "forgotten men" in the U. S.

The TOA attorney said, in regard to the screening of British films in America, that in his view no adequate attempt had been made by producers and distributors to sell them not only to the American people but to theatre owners particularly. "But," he proclaimed, "good films are the crying need of the day, whether they're British, Chinese, Japanese, or what-have-you. It's up to their producers."

Levy will be in Edinburgh Wednesday for talks with exhibitors there. Cinematograph Exhibitor Association's officers are planning an official luncheon for him in London on the day of their general council's next convening in mid-September.

More Circuits Join

(*Continued from page* 1)

and South Carolina; the Stellings-Gossett Theatres, Inc., operating in North Carolina, and the Commonwealth Theatres, with houses in Arkansas, Kansas, Iowa, Missouri, Nebraska and South Dakota.

In view of the volume of ballots which will be required by participating theatres and the time required for their prompt printing and distribution, Robert W. Coyne, special counsel for COMPO, again urged all theatres, which have not already done so, to send COMPO their ballot requirements as quickly as possible. Printing of the ballots will begin as soon as the exhibitors' final set of nominations is completed, and distribution will be made through the branch offices of National Screen Service, he said.

'Glory' Holiday Release

"Glory," the David Butler production starring Margaret O'Brien, will be RKO's Christmas release, J. R. Grainger announced yesterday.

The decision followed a rough cut screening of the film, it was said.

Loew's Wins Florida House

(*Continued from page* 1)

atres was offered the least because of the belief that it could get a favored position. The Sunset Theatre, operated by Wometco, which is only four blocks away, the counsel contended, has requested a first-run status from the major companies and has been refused.

He also called upon the court to prevent the theatre in question, to be called the Riviera, from being a first-run house. He argued that Loew's Theatres with its ties was making a suburban third first-run area in the vicinity of Miami, the other two being downtown Miami and downtown Coral Gables.

Loew's Theatres counsel Gillespie countered that the opposing counsel offered no proof to the court that Loew's Theatres commanded a favored position.

The court also was informed that the area is a competitive bidding one and that the contemplated theatre will seat 1,500 as opposed to Wometco's Sunset's 600 seats. The Sunset's run is 21 days after the close of the film in Miami's first run the court was told.

Population Growth Cited

Both Gillespie and government counsel Silverman stressed the rapidly growing population around the Coral Gables area. Silverman opposed any move by the court to relegate the Riviera to a subsequent run, with Judge Walsh agreeing that the question of runs, by itself, was not at issue in the case.

Justice Department attorney Silverman informed the court that Loew's Theatres had indicated its desire to operate the Coral Gables theatre as a first-run, but had no assurances. He also pointed out that all major distributors were under certain injunction obligations not to discriminate in the playing of pictures. Silverman contended that the Sunset would be given equal opportunity to compete with Loew's Riviera.

Wometco counsel Wright, questioned by the bench why the Paramount consent decree clause prohibiting discrimination was not effective, replied in part that enforcement is wanting. The statement was challenged by Silverman. Justice attorney also informed the court that Loew's Theatres is "eligible" to petition the court for additional theatres, having completed its divestiture program.

In rendering his decision, Judge Walsh said that if any discrimination against Wometco was shown, that circuit can "take corrective steps." Wometco, he went on, has in no way demonstrated the undesirability of having the theatre leased to Loew's.

Loew's Theatres also has received court approval for acquisitions of two drive-ins, one in the vicinity of Jacksonville, Fla., and the other near Chicago.

High Officials Attend

Among those attending the hearing were Leopold Friedman, vice-president and general counsel for Loew's Theatres; Eugene Picker, vice-president, and John Murphy, vice-president. Harvey Fleischman, district manager of the Wometco Circuit, and Richard Wolfson, assistant to the president of the Wometco Circuit, also were present.

An interested spectator to the proceedings was Fred Pride, of Dwight, Royall, Harris, Poegel and Casky, who will represent National Theatres at its hearing on Friday in Federal District Court here. NT has asked permission to acquire a group of seven Utah theatres now being operated by Joseph Lawrence.

Jerrold Plan

(*Continued from page* 1)

of the Willard Hotel, Washington.

Additionally, Sharp will discuss his request to the Federal Communications Commission to require the cooperation of these companies in a public test of Jerrold's claimed ability to "break" their codes.

Sharp also will disclose for the first time details of a plan just submitted to the FCC for conducting a six-month public acceptance test of subscription television in four widely separated communities during the coming months. The tests would be conducted on an open channel over Jerrold's already installed closed circuit community antenna systems and would feature top-quality box office programing not available on TV now.

ATV Offices Moved

Executive offices and the editing department of ATV Film Productions, Inc., will be moved from New York to the studios at Long Island City, tomorrow.

'Dynamic' Frame

(*Continued from page* 1)

Howard Thomas, directed by Alvey.

The latter told newsmen here that his process calls for the largest available screen area but projects an image of variable size and shape in accordance with the demands of a given story. The picture is shot with VistaVision lenses giving the optimum dimension and ratio. By photographic and optical process the image is varied at will; shrinking, expanding, or adopting shapes from a vertical slit to a giant panorama.

Unlike, however, the earlier Morelia process developed in France, Alvey claims that his process calls for no modification in the conventional equipment in the projection booth.

'Splendored' Clicks

Twentieth Century-Fox's "Love Is a Many-Spendored Thing" is heading for a big second week's gross of $72,000, at the Roxy here according to William J. Moclair, managing director of the theatre.

McGee Says

(*Continued from page* 1)

W. Coyne, Compo special counsel advising him that whether or no Compo accepted a 50-cent tax elimination proposal in Congress, Sen Robert S. Kerr of Oklahoma, at the instigation of Oklahoma exhibitors would introduce such an amendment regardless.

Warns of Veto

In the wire, McGee said that h believed the procedure was bette than endeavoring to get a special mo tion picture tax bill which, even i passed by Congress, would probabl be vetoed by the President. The 50 cent exemption measure, the McGe wire said, stood an equally goo chance of being passed by Congres and probably would not incur a vet

McGee's wire added: "I personall want amendment (50-cent tax exemp tion) effort made to keep faith wit thousands of small town exhibito who face tax-free and other athleti activities on part of local schoo through high school grades plu county fairs and other tax-exemp competitors."

The McGee statement apparentl was issued as a result of the "nega tive" responses from Cole and Tru man Rembusch, Allied States off cials, to the recent suggestion of Sa Pinanski, American Theatres pres dent and TOA's representative on th Compo governing trio, for an imm diate drive to completly eliminat the Federal admissions tax.

'Deliberately Waited'

"We responsible exhibitors," th McGee statement said, "have delil erately waited to see what would b the results of the various statemen made by other exhibitors not asso ated with T.O.A. It pained me pa ticularly to see my personal friend Trueman Rembusch and Col. Col taking the position which apparentl is official, that they must go to go ernment to get relief and they don think Compo has done the job prop to Compo."

The McGee statement also rejec the Rembusch-Cole contention, fr quently asserted by Allied States o ficials, that distribution has and wi absorb most of the benefits of t relief.

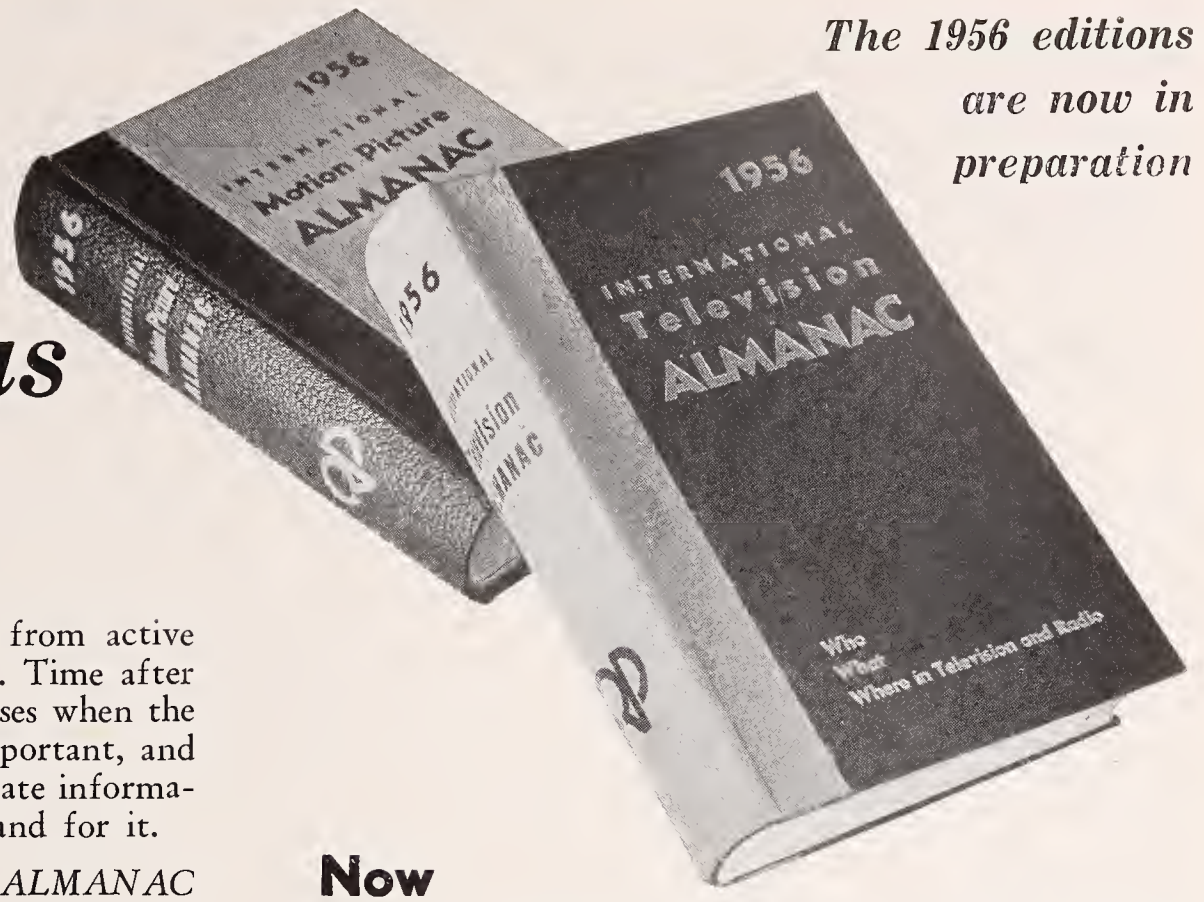
"Of course," McGee says, "this ju isn't so. It is true that film renta went up, but they would have go up anyway, but I still retain at lea 60 per cent of the tax saving. Anyo who wants to consult his audito will find himself in that same pos tion. We did gain. We didn't kee it all. We weren't supposed to kee all of our tax saving. The distribut is entitled to his fair share."

Denies 'Fighting' Charge

McGee also enters a denial th exhibitors "are fighting each other "A few exhibitors," he says, "are cr ating a perennial turmoil but th doesn't extend to all exhibitors. Ou share of the boxoffice today is qui small. Just the same, it remains good business."

The best friend your desk has ever had"

The 1956 editions are now in preparation



hat's a paraphrase of hundreds of letters from active ecutives to the editor of the *ALMANAC*. Time after ne such letters have told of the specific cases when the iter was able to accomplish something important, and ickly, through having this source of accurate informa- n available by merely reaching out his hand for it.

uch of the important information in the *ALMANAC* nnot be found elsewhere — and nowhere else can any its information be found so quickly. Each of the *LMANACS* is organized in 15 *thumb-indexed* sections. ey are designed for constant use—and they certainly t it, at thousands of executive desks every day!

herever motion pictures are produced, distributed or itten about—throughout the world—the standing of *otion Picture ALMANAC* is unique. It is unquestion- ly *the* standard reference on "Who," "What," "Where" the entire industry. Now, with its Television sections ving become a separate complete volume, the motion cture volume is adding new and important data.

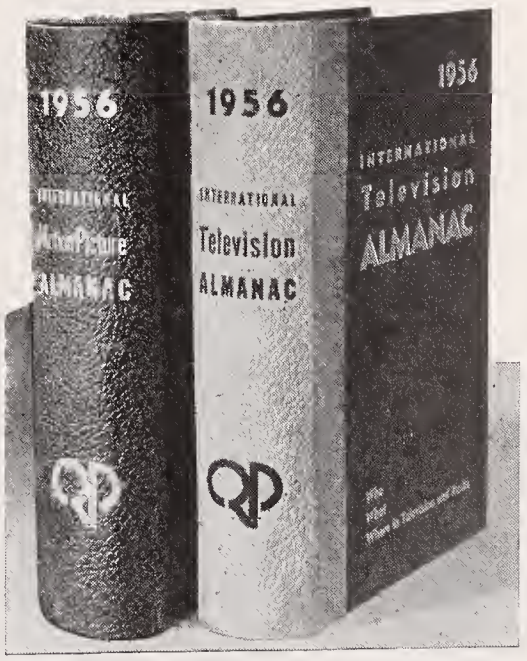
his is a revised, expanded, even-more-useful-than-ever- fore edition of *International Motion Picture LMANAC*. Its 15 thumb-indexed sections are: Who's ho, Statistics, Corporate Structure, Circuit Lists, Drive- Lists, Pictures (11-year list, with details), Awards, des, Organizations, Services, Equipment, Press, Great itain, World Market, Non-Theatrical. The first page of ch section contains an index of the section contents, ad- ional to the complete index for the entire book. In the w edition it is even more simple to find exactly what you nt to know—*in seconds.*

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word about the "Who's Who" in the ALMANACS . . .

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In the THEATRE EQUIPMENT and Refreshment WORLD . . .

. . . with RAY GALLO

"SWING FOG" is the name of a new combination pest control machine and flame thrower for drive-in theatres. Made by Swingfire, Ltd., of London, England, and distributed in this country by the Fog-Air Company, New York, it combines fogging and spraying operations into one portable unit. It is converted into a flame thrower—for weed killing, clearing paths, paint removal, snow clearance, etc.—by fitting on a small additional hood and using diesel oil. The unit can be carried in one hand or by means of a shoulder sling, as it weighs only 35 pounds filled.

•

Everfrost Sales, Inc., Los Angeles manufacturer of soda fountain, luncheonette and drink dispensing equipment, has marketed a newly designed line of sink and drain sections. Top quality stainless steel is used in the new units. They feature one-piece die-stamped tops and extra-large deep-drawn sinks welded to the top to eliminate unsanitary rims, reams and crevices. They are available in two standard models—4 feet and 2 feet, 9½ inches—and a basic one-foot style which can be ordered in various lengths.

•

The Black Light Corporation of America, San Gabriel, Calif., has put on the market a new fluorescent fixture for counter "black light" advertising. Called the "Counter-Size Spectacular," it is made in three sizes for signs that are 10 by 14 inches; 14 by 16 and 18 square. The fixture is equipped with spring-tension clips on the back into which fluorescent placards or shadow box displays can be slipped into place. A miniature flasher can be secured as an accessory.

•

The Fremont Floor Products Division of Hewitt-Robins, Inc., Stamford, Conn., manufacturer of stair treads and matting, has appointed a new distributor in Knoxville, Tenn.: the Southern Furniture Sales Company. R. F. John will be the Fremont representative assisting the Southern firm, according to Wallace C. Gilbertson, Fremont sales manager.

•

If present plans materialize the New York City building at 457 West 46th Street once occupied by the now defunct H. E. R. Laboratories will be converted to a television studio. The S.O.S. Cinema Supply Corporation, New York, cooperated in finding purchasers for equipment used by the liquidated firm and acquired for its own account several devices including a Cinex tester, Eastman Sensitometer, General negative cleaning machine and DePue optical reduction printer.

REVIEW:

The Sheep Has Five Legs

United Motion Picture Organization

IN HIS LATEST French film, with English subtitles, Fernandel, foremost comedian of France, outdoes himself. The talented actor plays six roles, each of which is a deftly defined character.

The story which utilizes his extraordinary talent presents a logical reason for the sextet of roles. Fernandel, senior, has quintuplets whom he hasn't seen in years and whom the Village fathers want for a reunion so the two may once again know the glory and prosperity it had when the boys were born.

The five phenomena were taken away as infants as a monument to France and have since gone their separate ways. And it is their godfather's duty to locate them and bring them back for the celebration. Thus begins five separate stories, some excellent, some fair, but all endowed with Fernandel's remarkable abilities.

The two most enjoyable tales find the star as a window-cleaner and an advice-to-the-lovelorn editor. In the former he plays a married man with four children and another on the way with little means to support them. When an undertaker offers him money in return for an expensive funeral to be paid by his rich brother, poor Fernandel is in a constant state of turmoil. The undertaker has suggested that a common cold can be fatal and he's almost convinced of this when the undertaker suddenly passes away.

As the newspaper reporter, he's confronted by a middle-aged man who has had a long-distance engagement with a young girl he's never seen. Fernandel gives him such good advice that the excitement kills him. The editor rushes to the girl's home, is mistaken for the suitor by the parents but not by the girl, learns she never really loved the man and proeeeds to make himself thoroughly obnoxious to the family so she may marry the man she really loves.

□ □ □

The other vignettes are not as wonderfully comie although they are as bizarre. In one Fernandel plays a roughhouse sea captain whose gambling has reduced him to betting everything he owns on the chance that a fly will settle on his piece of sugar rather than that of his opponent. In another he is a wealthy bon vivant who operates one of France's most fashionable beauty salons. And finally he plays a priest who can no longer show his face because he looks exactly like a famous priest in films—Don Camillo, of course.

"The Sheep Has Five Legs" would appear to be pure gold at the art theatre box offices, although its quality is uneven. However, Fernandel isn't and that's the delightful and most important consideration. Most prominent in the supporting cast is the lovely Francoise Arnaul, who plays the young fiancee, and Delmont, who is the godfather.

The picture was produced by Raoul Ploquin and directed by Henri Verneuil. The screenplay was by Albert Valentin with the adaptation by Rene Borjavel and Verneuil.

Running time, 93 minutes. Adult classification. For August release.

'King's Row' Opens WB's TV Show

HOLLYWOOD, Aug. 29.—"Warner Bros. Presents," hour-long dramatic show marking the entry of this major company into television with a trilogy of dramas drawn in series form from outstanding Warner's feature films, will be launched with "Kings Row" on Sept. 13, over the ABC Television network.

On Tuesday, Sept. 20, the "Cheyenne" series will have its debut, and the following Tuesday, Sept. 27, will see the opening drama of "Casablanca."

Reade Reveals 2nd Week Drive Winners

Managers of four Reade theatres received cash and bond awards for the second week of the "Jack Harris Drive," it was announced by Walter Reade, Jr., president of Walter Reade Theatres.

Ken Bottino of the Strand Theatre, Perth Amboy, N. J., won first prize and the main weekly cash award, and Bob Haynes of the Strand Theatre, Plainfield, N. J., was in runner-up position.

Special awards in form of Savings Bonds were presented to Joe Sommers of the Paramount Theatre, Long Branch, N. J., and Mike Dorson of the Community Theatre, Kingston, N. Y., for achievement in theatre operation and exploitation.

Arthur M. Loew in State Dept. Protest Over 'Blackboard'

Loew's International preside Arthur M. Loew will file a prot with the State Department in Wa ington over Ambassador Clare Bo Luce's actions in forcing the Ven Film Festival committee to rescind special invitation to have "The Bla board Jungle" presented in the int national competition.

The protest concerning the Itali ambassador's actions at Venice w be based upon her "arbitrarily c stituting herself a censor without t knowledge of the United States a her forceful persuasion of a forei group without constitutional warran

Loew, who is preparing the br which will be filed in Washingt some time this week, was report as declaring that "Ambassador Lu had absolutely no right to exert l influence in having the film wi drawn because it presents Amer in an unfavorable light."

"The Blackboard Jungle" receiv a special invitation to the compe tion from the Venice Film Festi committee, which after having c ceded to Ambassador Luce, accept the M-G-M production of "Int rupted Melody" as a substitute. "T Blackboard Jungle" is regarded a controversial production whi deals with juvenile delinquency public schools.

Fund Aids Mexico's Latin-Amer. Activit

MEXICO CITY, Aug. 29. — T place of Mexican pictures throug out Latin America, excepting t Argentine, where playdates are fe is being cemented with the $2,25 000-investment made by Pelicu Mexicanas, which is affiliated w Cinex, the semi-official controller distribution abroad, according Eduardo Garduño, who heads Cin and the trade's own bank, the ser official Banco Nacional Cinema grafico.

Exhibition difficulties in Pue Rico have been mitigated with t renting of the Broadway, importa theatre of San Juan, for the excl sive screening of Mexican pictur Garduño said. He stressed that t and all distribution of Mexican p tures is private busienss, and, thou Government-supervised, it is n Government run.

Miller to Make Two For UA Release

United Artists has concluded agreement with producer-director D vid Miller's DM Productions, In under which Miller will produce t top-budget films for UA release i stead of the one for which he origi ally contracted.

The two films are "The Silver Nu meg," based on Norah Lofts' nov and "The Short Weekend," a dra with a Spanish background based a novel by T. S. Strackan.

ox Adds

(Continued from page 1)

giant screen used for the 55mm. ocess.

Zanuck, who left here for London sterday to meet with Sir Alexander rda, said that a third production the new 55mm. process will be nounced shortly. The first two are arousel" and "The King and I."

While in London, Zanuck will dis- s a third-picture deal with Korda, olving one starring Vivien Leigh, other starring Laurence Olivier, and third with Alec Guiness in the role.

Zanuck will also look at the first igh-cut of the Clifton Webb-Gloria ahame starrer, "The Man Who ver Was" as well as meet with atole Litvak for preliminary discus- ns on the production of "Anas- ia."

ox Files Contract uit Against Sinatra

Twentieth Century-Fox has filed a 000,000 breach of contract suit in Supreme Court of New York here inst Frank Sinatra resulting from actor's refusal to perform in the gers and Hammerstein musical, arousel."

According to a 20th-Fox spokes- n, agreement was made whereby atra would be paid $150,000 for weeks' work in the picture. For thing over that period he would eive additional salary on a pro a basis.

'According to reports, Sinatra has ted that he was being required act in two pictures for the price one. The studio refutes this as ntrary to fact. 'Carousel' is the only ture in which Sinatra was to ap- ar, although two types of cameras being used—the standard Cinema- ope camera and a revolutionary w 55-millimeter CinemaScope cam- . The new 55mm. film is intended road show engagements."

It was further explained that the of varying types of cameras is unprecedented, as it has been ed by other studios as well as by h-Fox.

oledo Drive-ins arring on Prices

Special to THE DAILY

OLEDO, O., Aug. 29.—Little hope a settlement of the current price r among drive-in theatres here was ld out here by eight outdoor oper- ors who continued to slash admis- n prices and institute "gimmicks" secure patronage.

The Millbury Drive-in, located near oodville, is giving away free nylon ckings to its female patrons every ening and has installed "Buck ght"—one car load of passengers mitted for one dollar—while other tdoor theatres are asking 35 to 75 nts for admissions.

REVIEW:

The Teckman Mystery

Associated Artists

HAVING A GOOD MEASURE of mystery and a fair amount of suspense as it builds toward its climax, this is an intricately constructed British melodrama, bolstered by a convenient, surprise ending. It has a cast of competent actors, some of them, including Margaret Leighton, John Justin and Roland Culver, well known on this side. With Josof Somlo producing and Wendy Toye directing in a British version of the documentary style so popular now with crime stories, it has a feeling of credibility, helped by the timeliness of the story material.

But with all these it may be limited in its appeal to mass American audiences by its suave and utterly British flavor which subdues the tempo and limits the excitement. This is apparent, for instance, in the aloof and maddeningly superior air with which official police roles are traditionally played by the British. In this case George Coulouris is the Scotland Yard inspector and Culver the vaguely defined "Special Branch" officer who presumably have all the threads in the case in hand but don't do anything about it until it is almost too late. By that time their air of superiority makes the audience almost happy when they finally slip and almost let the quarry get away.

Justin plays a novelist who is assigned by his publisher to write a biography of a young aeronautical genius who presumably was killed while test-flying a new and secret design—the FE109. Events make it plain that powerful interests do not want the pilot's life—and death—investigated and will not stop at murder to prevent it.

Leighton is the sister of the lost pilot and for a while is the attraction that misleads and confuses Justin's bungling search for the true facts. Justin finds that the pilot did not die but had intended to fly the plane to a foreign country, changed his mind in the air, parachuted out and is still alive somewhere in England. Political agents of the foreign power, not named but unmistakably identified, are seeking him to kill him before British agents can find him.

The denouement, with the hunted and all the hunters playing out the deadly search in the middle of a tourist group in the Tower of London, is effective and suspenseful, leading to a neat sorting out of the suspects, all but one.

Running time, 90 minutes. General classification. For August release.

Legion Looks at 11; Rates 4 'B,' 7 'A'

Four films are placed in Class B in the latest listing of the National Legion of Decency, which at the same time rates the remaining seven pictures as Class A.

In Class B are "Love Is a Many Spendored Thing," "The Naked Dawn," "Maddalena" and "Pete Kelly's Blues."

Five films have been placed in Class A, Section 2; "Duel on the Mississippi," "The Reluctant Bride," "Simba," "To Hell and Back" and "Trial."

"The McConnell Story" and "Spy Chasers" are rated Class A, Section 1.

Set Toledo Meet on Compo Audience Poll

TOLEDO, Aug. 29.—The Toledo Theatre Owners will meet at the Secor Hotel here on Thursday to discuss plans for their partieipation in the Compo Audience Awards competition. Martin G. Smith, former president of the Independent Theatre Owners of Ohio, an Allied States affiliate, issued the call for the meeting and will serve as its chairman.

Col. Using Cartoon Format for 'Eileen'

Columbia Pictures will use a cartoon format in its national magazine advertising for the forthcoming CinemaScope musical "My Sister Eileen," it was announced yesterday by Howard LeSieur, director of advertising, publicity and exploitation. Five magazines will be utilized, with multiple insertions in three.

The heaviest concentration will come in "The Saturday Evening Post" and "Collier's," with two advertisements being run in each of two editions of these publications. Three ads will run in a single issue of "Look," "American" Magazine and "Redbook."

'Samurai' Acquired By Fine Arts Films

"Samurai," produced in Japan in Eastman Color with narration by William Holden, will be released this fall by Fine Arts Films. This is the film story of one of Japan's classic figures, a famed Samurai of the 17th century.

The pieture was directed by Hiroshi Inagaki, who also collaborated on the scenario.

In Connecticut

Relief Shows Bring Food to Flood Victims

Special to THE DAILY

NEW HAVEN, Aug. 29. — The Howard, Lawrence, Rivoli and the Dixwell Playhouse, New Haven area theatres of the Fishman Theatres, Inc., chain, ran a two-and-a-half-hour flood relief show last weekend. This was the first such show, filmwise, in this locality. All local exchanges contributed by donating films gratis for the special show. Admission price was two cans of food.

Henry H. Cohan, manager of the Dixwell Playhouse, reported the results were beyond expectations.

Spot radio and television announcements, plus a notice in the two local papers generated such response that, minutes after the theatre doors opened, lobbies were jammed with children and parents loaded down with baskets, boxes, cartons and bags of canned goods.

The total accumulation of goods in dollars and cents was not evaluated; it would take a couple of days accounting to arrive at a figure anywhere near the exact amount, managers said, but truck drivers handling the huge pile of cans, estimated there must have been 8,000 to 9,000 tins of food.

Hartford Theatres Normal After Flood

HARTFORD, Aug. 29. — Metropolitan Hartford's theatre scene has returned to normal, with the Meadows Drive-In resuming performances following a week's closing because of flood water damage.

Only other showplace forced to cancel performances in the wake of the flood—the Central, West Hartford —was operating again last week.

The Meadows has the eastern premiere of Allied Artists' "The Warrior," in CinemaScope and color, slated for Wednesday night.

Childs to Todd-AO

J. A. Childs, sound engineering specialist in the employ of Altec Service Corp. for several years, has been appointed technical supervisor for Todd-AO, with headquarters at the company's New York offices.

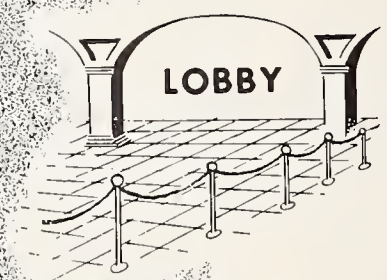


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- ☐ 3. HOLIDAY TRAILERS — *Tributes, Greetings and Merchant Tie-ins for added revenue*
- ☐ 4. REFRESHMENT TRAILERS — *Snack Bar, Intermission, Add-A-Clip*



- ☐ 1. SILK SCREEN COLOR DISPLAYS — *30 x 40; 40 x 60; 24 x 82 and 24 x 60 banners for sock selling*
- ☐ 2. POSTERS — *basic showmanship with one's and three's*
- ☐ 3. LOBBIES — *fill your frames with 11x 14's, 22 x 28's and 14 x 36's . . . and clinch the sell with crowd-stopping color Standees!*
- ☐ 4. HOLLYWOODS and CUSTOM DISPLAYS — *beautiful, eye-catching "Shadow Boxes"; special "sign shop" jobs made to your custom order*



- ☐ 1. BANNERS — *colorful show-sellers for current and advance ballyhoo*
- ☐ 2. DOOR PANEL INSERTS — *to make your big attractions even more important*
- ☐ 3. TITLE CARDS — *hang 'em, tack 'em, shout about your shows!*
- ☐ 4. LITHO and SILK SCREEN DISPLAYS — *full-color posters and 40 x 60's, and 30 x 40's to catch the passers-by*



- ☐ 1. DISPLAYAWAYS — *in five sizes to sell on counters, in lobbies, terminals*
- ☐ 2. WINDOW CARDS — *cover the town!*
- ☐ 3. HERALDS — *for throwaway or mailing, with room for local imprint*
- ☐ 4. TRAVEL-AD — *the great, new car top advertising frame and service!*



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MOTION PICTURE DAILY

Concise and to the Point

OL. 78. NO. 43 NEW YORK, U. S. A., WEDNESDAY, AUGUST 31, 1955 TEN CENTS

oice Dissent

ee Hot Issue f Ticket Tax efore Allied

y Board, Convention ill Spell Out Policy

By MURRAY HOROWITZ

The proposed ticket tax campaign ns as one of the hottest issues ch will come before the Allied tes national convention, as some ed leaders here yesterday force- y took the position that Allied uld participate in any projected fight.

he Allied members, stating that r sentiments would be replayed the board meeting prior to the vention, stated that the opposi- to the proposed drive voiced by onal directors Trueman Rembusch Col. H. A. Cole was not a na- al Allied policy.

llied States' position can only be (*Continued on page* 10)

ate N.J. Allied eet Here Sept. 13

elegates to the Allied States na- al convention to represent New ey Allied will be chosen here on t. 13 at a general membership ting of the New Jersey unit.

he meeting also will take up the 's relationship with the Council of ion Picture Organizations and dis- the proposed anti-ticket tax cam- (*Continued on page* 6)

rdner Suit Against th-Fox Dismissed

From THE DAILY Bureau

LLYWOOD, Aug. 30. — Federal ge Ben Harrison today dismissed, prejudiee, the Ring Lardner, Jr., ch of eontraet suit against 20th tury-Fox on stipulation by eoun- or both sides.

riginally filed in February of 3, the suit had resulted in a judg- t for the plaintiff in 1952, but this sion later was reversed by the . Court of Appeals.

he present trial started last week.

By Small Business Administration

Flood-Stricken Theatres Are Eligible for Disaster Loans

From THE DAILY Bureau

WASHINGTON, Aug. 30.—Defense mobilizer Flemming said the Small Business Administration has been made responsible for handling all applications from business men for Government disaster loans in flood areas.

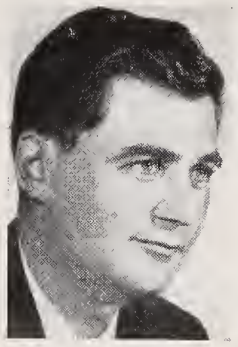
SBA can make loans to theatre owners and other business men whose property was damaged by flood or other disaster, if loans cannot be obtained from banks or other private lenders. Business loans can run up to 10 years and are limited to the amount of loss sustained.

Flemming said that SBA had opened 17 temporary disaster loan offices in the flooded areas, and plans to open three more shortly. Applications for SBA loans must be filed with local or regional offices, but application forms are also available at banks in the disaster areas and bank officials are assisting applicants in completing application forms, Flemming added.

The disaster offices have authority (*Continued on page* 6)

Rosenfield Joining Col. as Assistant To Lazarus Tuesday

The appointment of Jonas Rosenfield, Jr., to the newly created position of executive assistant to Paul N. Lazarus, Jr., vice-president in charge of Columbia Pictures' advertising, publicity and exploitation, was announced yesterday.



Jonas Rosenfield

Rosenfield is to resign on Friday as public relations vice-president of IFE Releasing Corp., a post he has held since the formation of the company two and a half years (*Continued on page* 6)

Cinema-Vue Acquires UK Films for TV

Cinema-Vue Corp. and American-British TV Movies, Inc., have concluded a deal for the exclusive television distribution rights in the United States and territories to more than 100 major feature films, produced at a reported cost in excess of $15,000,000. Announcement of the agreement was made by Joseph (*Continued on page* 10)

4 Majors Agree to New Employes Pact

Columbia Pictures, Universal Pictures, Warner Brothers and Loew's, Inc., have, in essence, agreed to contract proposals of Home Office Employees Union, Local H-63, IATSE, according to Russell M. Moss, H-63 executive vice-president.

The H-63 contracts proposals in- (*Continued on page* 7)

Teen-Age Attendance To Highlight Meet Of ABPT Affiliates

The subject of teen-agers, junior and senior admissions, "kiddie" shows and the relation of youngsters to the general attendance structure will highlight the discussions at the annual convention of theatre affiliates of American Broadcasting - Paramount Theatres at the Monmouth Hotel, Spring Lake, N. J., Sept. 7-9. Leonard Goldenson, president, said that more than 80 representatives would (*Continued on page* 10)

Bisdale to Head Para. Print Dept.

Joseph Bisdale, former chief assistant to Oscar A. Morgan, Paramount general sales manager in charge of short subjects, Paramount News and special features, has been promoted to head of the company's general print department, succeeding G. Knox Haddow, deceased. Bisdale has been with Paramount since 1932, except for five years spent in the U. S. Army during World War II.

Morgan announced that John (*Continued on page* 6)

Plan New Stock

Net Profits For All Rank Companies Up

Odeon Cuts Bank Debt Further; Dividends Up

By PETER BURNUP

LONDON, Aug. 30. — Preliminary earnings figures of all J. Arthur Rank companies, released today, showed increased profits for the fiscal year ended June 25, last. Cash dividends were authorized for the companies and arrangements for issuance of new Odeon Theatres shares announced.

Odeon showed a net profit for the year of £1,582,904 ($4,432,131), compared to net profit of £1,383,226 ($3,873,032) for the preceding year.

Gaumont British reported profit of £1,124,813 against £753,742 for the previous year; British & Dominions (*Continued on page* 11)

ABPT Gets 3-Month Divestiture Delay

A three-month extension for the divestiture of 38 theatres of American Broadcasting-Paramount Theatres has been granted by the Department of Justice, it was learned here yesterday.

The 38 theatres, it was explained, (*Continued on page* 10)

Okla. Circuit Seeks TV Station Okay

From THE DAILY Bureau

WASHINGTON, Aug. 30.—Video Independent Theatres, Inc., of Oklahoma, has applied to the Federal Communieations Commission for a television station in Clovis, N. M.

The eompany, whieh operates theatres in Oklahoma and Texas, already owns a part interest in television station KWTV in Oklahoma City. It has also indieated to the eommission that it would apply for stations in Elk City, Okla., and Hobbs, N. M., if the commission would switeh ehannels there from other eities. The eompany elaims it wishes primarily to operate low-power community-type TV stations.

PERSONAL MENTION

JOSEPH BELLFORT, RKO Radio European manager, arrived in New York yesterday from Paris.

•

ROBERT M. WEITMAN, American Broadcasting Co. vice-president in charge of talent and programming, has returned to New York following his vacation.

•

ALBERT L. WATTERS, vice-president of the international division of Radio Corporation of America, will leave here today for England aboard the "Queen Elizabeth."

•

DOUGLAS V. ROSEN, general manager of Allied Artists Pictures of Canada, Ltd., has arrived in New York from Toronto.

•

RICHARD WRIGHT, Stanley Warner district manager in Cleveland, has left there with MRS. WRIGHT for a vacation in Tennessee.

•

C. ROBERT FINE, president of Perspecta Sound, Inc., has left New York on his vacation, destination undisclosed.

•

SAMUEL ROSEN, Stanley Warner executive vice-president, is in Boston from here.

•

BILL POWELL, of Smith Management Co., Boston, was in Hartford from there.

•

RUSSELL STEWART, of the M-G-M publicity department, has left here for a vacation in West Virginia.

•

BELLE MEYER, of Madison Pictures, has left here for upstate New York.

IMPPA Sets October For Its Next Meeting

HOLLYWOOD, Aug. 30.—The Independent Motion Picture Producers Association members attending a special meeting called today by president Edward Finney canvassed impending contract negotiations and other developments affecting independent producer activities, and set October as the date for the next meeting.

Present, in addition to Finney, were Lindsley Parsons, John Burrows, B. C. Wylie, David Gaber, Jim Baumeister, B. B. Ray, Herman Cohen, Vincent Fennelly, Henry Sucher and James Rogosen, counsel.

IMPPA labor contract negotiations usually follow those of the Society of Independent Motion Picture Producers and the Association of Motion Picture Producers.

Los Angeles 'Times' Poll on Baseball Discloses 60% Against Subscription-TV

From THE DAILY Bureau

LOS ANGELES, Aug. 30.—Almost 60 per cent of the persons who responded to a four-part question poll, "What Would You Pay to See Baseball on Television In Your Home," a poll conducted by the "Los Angeles Times," replied that they would not pay anything to see baseball presented on home TV receivers.

Of the almost 2,000 ballots received during the one-week duration of the poll, 1,126 were in complete opposition, 122 said they would be willing to pay $1, 484 said they would pay 50 cents, 261 said they would pay 25 cents.

The question on subscription television was listed seventh among eight questions which covered the various aspects concerning the baseball attendance problem.

Goldwurm, Siodmak Form Partrnership

Jean Goldwurm, president of Times Film Corp., and director Robert Siodmak have formed a partnership to produce two pictures in Europe within the next year, it was announced here yesterday.

The new partners, currently in Austria, declared through the Times Film office here that they had several properties for filming under consideration and would conclude deals for them shortly.

The Goldwurm-Siodmak productions would be filmed in two versions —English and either French or German, with an eye toward the American market, and with Times Film Corp. releasing the product in this country.

Each of the two films will be produced with at least one American star in a lead role with the screenplays for the pictures to be written by Siodmak and an American screen writer, according to Times Film.

Prizes Arriving for Industry Golf Day

Trophies and prizes are being donated for the annual amusement industry golf tournament at Tuckahoe, N. Y., on Sept. 15. William German, Inc., is presenting the foursome prizes and National Screen Service is giving the runner-up awards. Paramount is posting a trophy, as is Universal Pictures.

Other awards are coming from United Artists, Allied Artists, Albert Warner, Spyros Skouras, Jr., Altec Service, Stations WINS, WARD, WMGM, Coca-Cola, Fred Ziv, BMI, Monroe Greenthal, Pepsi - Cola, ASCAP, Barnes Printing Co., Republic Pictures, Quigley Publications, "Film Daily" and "Radio & Television Daily."

'Eileen' to Victoria

Columbia's CinemaScope, Technicolor "My Sister Eileen," starring Janet Leigh, Jack Lemmon and Betty Garrett, will have its premiere at the Victoria Theatre here following "Jack Kelly's Blues."

Name Weiner Sales Head of Continental

Sanford (Sandy) Weiner has been appointed general sales manager of Continental Distributing, Inc., by Frank Kassler, president, and Walter Reade, Jr., chairman of the board. Weiner, who joined the industry 10 years ago, will start his new duties immediately. After two months in Continental's New York office, he will make a cross-country trip to develop existing sales outlets and establish new ones.

Weiner formerly was vice-president of Crest Films, importers of French and Italian pictures, later heading his own organization, Canton-Weiner Films, and subsequently, with Herman Starr, organized Manor Films, Inc.

I.F.E. to Distribute Filmed 'Butterfly'

I.F.E. Releasing Corp. has acquired the American distribution rights to the film version of Giacomo Puccini's opera, "Madame Butterfly," it was disclosed here yesterday by Seymour Poe, I.F.E. executive vice-president.

The decision of I.F.E. to handle "Butterfly," said Poe, was prompted by the excellent reception accorded the filmed version of Verdi's "Aida" in this country. The latter's film rentals have amounted to $300,000 to date.

"Madame Butterfly" was made entirely in Rome under the direction of Carmine Gallone. The Japanese cottage and garden, depicted in the opera as being located in the hills above Nagasaki, were constructed in Japan, dismantled and shipped to Italy for the production.

Release date for the film will be announced shortly.

Columbia Dividend

Columbia Pictures yesterday announced that the board of directors declared a regular quarterly cash dividend of 30 cents per share on the common stock and voting trust certificates for common stock of the corporation, payable on Oct. 31, to holders of record on Sept. 30.

. . . NEWS ROUNDUP

Canada Exports Increase

There has been an increase in shipments to foreign markets f Canada rising to $2,218,000 in first six months of 1955, contras with $2,095,000 in the correspon period of 1954. Such film exports to $397,000 in June against $390 in May and $302,000 in June of year.

■

Will Make Shorts in Me

William Morris of Los Angeles Andy Russell have to begin pro tion on a series of motion pi shorts in color, to be shot in Me The first will run about 14 mi and cost $7,500. The plan is to b with five shorts weekly and the crease output to 15 per week.

■

Eugene Fox Refurbished

The new Fox Theatre in Eu Ore.—formerly the Rex—has modernized at a cost of $10 and given a gala premiere by Nyberg, Evergreen's general man Improvements include a new ext recarpeting, new lighting, new nishings, projection equipment modern stage drapery.

■

ARC Offers 2 as Packag

American Releasing Corp. wil lease "Day The World Ended" "Phantom From 10,000 Leagues November as a double-bill packa

■

Bridgeport Reopens Ast

The Strand Amusement Co. reopened the long-shuttered Theatre in Bridgeport, Conn., a 30-cent admission for adults, 15 for children.



- Three Channel interlock projection
- 16, 17½ & 35 mm tape interlock
- 16 mm interlock projection

CUTTING & STORAGE ROOM

MOVIELAB THEATRE SERVICE, 619 W. 54th St. • New York JUdson 6-0367

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"KEEP THIS UNDER YOUR HAT!"

Remember our prediction! The folks who are packing theatres for "Love Me Or Leave Me" have another great treat. Next at Music Hall, N. Y. Soon Everywhere! Read the trade notices below:

"Top-notch musical. Excellent boxoffice outlook." —*VARIETY (Weekly and Daily)*

"Joy at the boxoffice. Designed to please millions. Rating excellent." —*M. P. HERALD*

"High rating musical. Highly entertaining." —*M. P. EXHIBITOR*

"Fast-paced musical. Slick pic. As up-to-the-minute as tomorrow morning's newspaper." —*HOLLYWOOD REPORTER*

"Sock musical comedy entertainment. A standout musical show." —*FILM BULLETIN*

"Record-breaking destiny. Will bring customers back to see it again and again." —*M. P. DAILY*

"Lively, star-studded CinemaScope musical." —*BOXOFFICE*

"Will send audiences home happy and smiling." —*SHOWMEN'S TRADE REVIEW*

"Prize musical. Rare delight. Ushers in fall season with boxoffice sunshine." —*INDEPENDENT FILM JOURNAL*

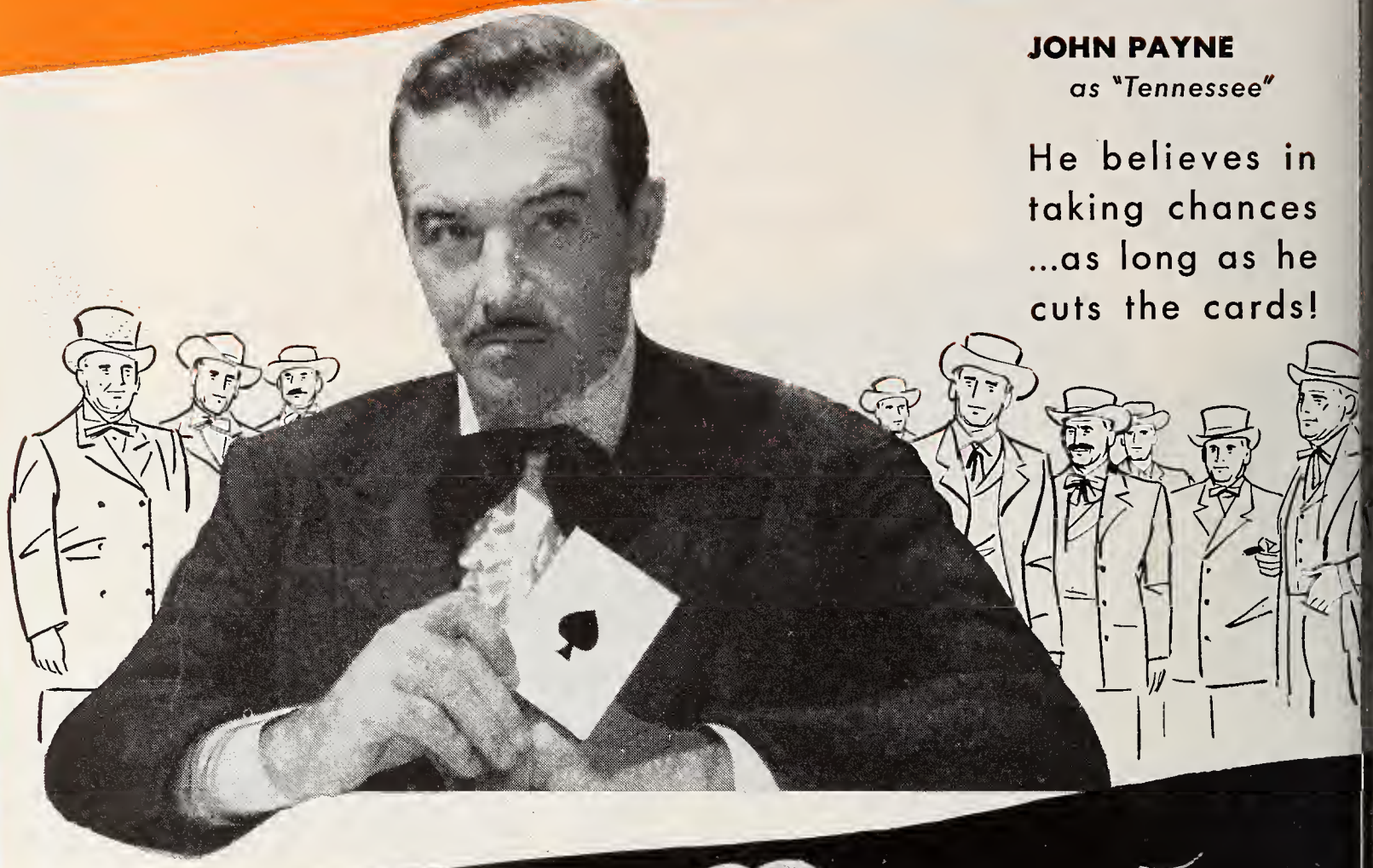
★

M-G-M presents in CinemaScope • "IT'S ALWAYS FAIR WEATHER" starring GENE KELLY DAN DAILEY • CYD CHARISSE • DOLORES GRAY • MICHAEL KIDD • (Plus Hal March, M. C. of TV's "$64,000 Question") • *Story and Screen Play by Betty Comden and Adolph Green Music by André Previn • Lyrics by Betty Comden and Adolph Green • Photographed in Eastman Color Directed by Gene Kelly and Stanley Donen • Produced by Arthur Freed*

EXTRA! TERRIFIC TV PROMOTION! Watch M-G-M's 98 big-stations network TV coverage through Dave Garroway's "TODAY" and Steve Allen's "TONIGHT." Also, Hal March, M. C. of TV's top "$64,000 Question" is in "It's Always Fair Weather" and he tells his 55 million viewers about it! Plus nationwide saturation radio campaign adjacent to local weather reports. Also, more than 100 million readership in M-G-M's famed national magazine "Picture of the Month" columns.

FOUR OF THE WEST'S MOST FAMOUS CHARACTERS

from Bret Harte's immortal story



JOHN PAYNE
as "Tennessee"

He believes in taking chances ...as long as he cuts the cards!



RHONDA FLEMING
as "Duchess"

She'd trade her gilded palace... for one golden wedding band!

WRITE FOR THE SPECIAL CAMPAIGN BOOK!



RONALD REAGAN
as "Cowpoke"

A fast-drawing left hand wins him the right to friendship!

COLEEN GRAY
as "Goldie"

A gold-digger who mines her gold from the pockets of men!

BENEDICT BOGEAUS presents

HN PAYNE • RONALD REAGAN • RHONDA FLEMING • COLEEN GRAY

in ***Bret Harte's***

ennessee's Partner

with

TONY CARUSO • MORRIS ANKRUM

by
DWAN • Screenplay by MILTON KRIMS, D. D. BEAUCHAMP and GRAHAM BAKER & TEODI SHERMAN • Produced by BENEDICT BOGEAUS

SUPERSCOPE

Print by **TECHNICOLOR**

Distributed by RKO RADIO PICTURES

British Women's Unit Again Tries to Set Up Censorship Body

From THE DAILY Bureau

LONDON, Aug. 30.—The National Council of Women here has revived an attempt it made some years ago to establish what is regarded in trade circles as a new, extra-mural form of censorship.

In association with the British Film Institute the Council has asked for advance viewing facilities with a view to assessing the suitability of films for children. The suggestion is that reviews of such pictures would appear as a supplement to the Film Institute's periodical Bulletin and written in conjunction with representatives of the Women's Council.

Rejeetion Expeeted

The suggestion was referred to the Industry's Publicity Circle which, it is understood, has recommended to the Kinematograph Reuters Society that it be rejected.

When the Women's Council made its previous application it was rejected on the grounds that the British Board of Film Censors was universally accepted as an efficient and liberally minded censorship instrument and that no outside participation, however amiable or well-intended, was required or desirable.

It is anticipated that distributors will make a similar reply on this occasion.

Disaster Loans Approved

(*Continued from page* 1)

to approve loans up to $30,000, and regional SBA offices have authority to approve loans up to $50,000. Applications for loans for larger amounts must be referred to Washington.

Temporary field offices have been set up by SBA at these points: Hartford, Putnam, Torrington, Waterbury and Winsted, Conn.; Worcester, Springfield and Webster, Mass.; Flemington and Trenton, N. J.; Port Jervis and Kingston, N. Y.; Stroudsburg, Scranton and Easton, Pa.; Wilmington and New Bern, N. C. still to be opened are offices in Bristol, New Hope and Tamaqua, Pa.

Meanwhile, Housing Commissioner Norman P. Mason said he had set up a committee to devise some means for the government to underwrite special flood insurance in areas not covered by private insurance companies.

N. E. Flood Did Less Harm Than Figured

BOSTON, Aug. 30.—The first reports of flood damage to theatres in southern New England fortunately were not as serious as anticipated. The Quaker Drive-in, Uxbridge, Mass., reported out of commission for at least a year, will ropen on Friday. Although there was extensive water damage, some of the equipment was salvaged. New speakers and cones were necessary, but a large crew was on hand to remove the mud and repair the ramps and other parts of the property.

Another theatre faring better than first reported is the Meadows Drive-in, Hartford. This new $550,000 theatre, erected by Smith Management Co., just a week before the torrential rains, was able to reopen a week after the storm. Closer examination showed that the necessary repairs were not as extensive as earlier believed.

The Sundown Drive-in, Westfield, Mass., owned by Levine-Yanofsky, which had loss of power and serious water damage has reopened. Lockwood & Gordon Enterprises reports its Torrington, Conn., Drive-in will be out of commission until next year, as will be its Strand Theatre, Winsted, which was badly hurt in one of the hardest hit areas.

Flood and Titles Merged in Canton

Special to THE DAILY

CANTON, Mass., Aug. 30.—Some exhibitors ean earry showmanship too far. When the reeent flood hit this town, Ernie Warren was playing "The Sea Around Us" at his Strand Theatre here. The waters eame up to within four feet of the marquee, the title on which was sort of a grim reminder to the citizens. However, as Al Jolson used to say, "You ain't heard nothin' yet." The next pieture Warren had booked was "Under Water." But it didn't play the house. The theatre already was under water.

Rosenfield Joining

(*Continued from page* 1)

ago. He will report to Columbia next Tuesday.

Rosenfield started in the industry in 1936 at Warner Bros. and has been an executive in the New York advertising and publicity departments of Walt Disney and 20th Century-Fox.

I.F.E. concluded a new two-year contract with Rosenfield about a month ago, and subsequent to the appointment of Seymour Poe as executive vice-president. The company said it was releasing Rosenfield from the new contract with regret, but did not wish to stand in the way of the opportunity afforded him at Columbia.

No successor to Rosenfield will be named by I.F.E. immediately, but it was stated that an appointment from within the ranks might be made after the first of the year. Meanwhile, much of Rosenfield's advertising-publicity duties will be absorbed by Fred Goldberg, publicity manager.

Bisdale to Head

(*Continued from page* 1)

Wright had been promoted from short subjects department head contract analyst to the chief assistant post recently vacated by Bisdale. Robert Grinstead was named to Wright's former post.



*EVERYBODY AND HIS BROTHER wants to see MY SISTER EILEEN, a Columbia picture, starring Janet Leigh, Jack Lemmon and Betty Garrett. The freshest, funniest Technicolor musical that ever went singing across the CinemaScope screen!

PEOPLE

Carroll Rowell, owner of the I Hour Theatre, Hardwick, Vt., l been appointed treasurer of the Ha wick Trust Co.

¤

Joe Levine, president of Emba Pictures Corp. of Boston, will ce brate his 50th birthday next Tuesd

¤

Bill Tallman, who has operated Ceramic Theatre in East Liverpo O., for many years, has moved home to Kent, O.

¤

Bill Millstead has been added Paramount's booking staff in St. Lo

¤

Andy Larson, head shipper for C lumbia in San Francisco, has co pleted 25 years of service with company. He received a watch fr manager **Jack Tillman.**

¤

Lois Allen, who had been rec tionist at Paramount's Denver change, has been moved to booking department. She has b succeeded by **Beth Crowther.**

¤

Kenneth Thompson, whose B Theatre, Belgrade, Minn., was stroyed by fire last fall, has b given a three-year lease on prope being constructed by the town's Co mercial Club.

N. J. Allied Meet

(*Continued from page* 1)

paign. In addition, a New Jersey lied committee on clearances render a report with a view to p sible action.

It is understood that a resoluti will be offered urging more frequ meetings of Allied's Emergency D fense Committee and the setting of earlier date for a meeting of the Alli board of directors, which, in the pa has met a few days or on the eve the national convention.

SIMPP Membership 4

HOLLYWOOD, Aug. 30. — T membership of the Society of Ind pendent Motion Picture Producers day reached 40 with the addition Hall Bartlett Productions, East Film Enterprises, Inc., and Associa and Aldrich Company, Inc.

Corman to Louisiana

HOLLYWOOD, Aug. 30. — Rog Corman, director, will leave here t morrow for conferences with Barn and Larry Woolner, Louisiana driv in circuit operators, for whose new formed Woolner Brothers Productio Inc., he will direct "Swamp Woma

›ew Calls Action y Clare Booth Luce ıreat to Industry

.sserting that the action by Am-ador Clare Booth Luce in having -M's "The Blackboard Jungle" drawn from the Veniee Film ival is a threat to the industry an example of personal censor-, Arthur Loew, president of w's International, yesterday is-l an official statement on the .

Not Consulted, He Says

oew's remarks follow:

Compliance by the Venice Film ival authorities with the demand mbassador Clare Booth Luce that recall their invitation to 'Blaek-d Jungle' occurred without the nesence of M-G-M. We wish we not believe the cabled reports Mrs. Luce uttered a ukase to Festival authorities commanding the invitation to 'Blackboard gle' be withdrawn. She said re to comply would result in her ing out as a guest of the Fes- and furthermore she threatened in such event she would create biggest scandal in motion picture ry.

The situation thus produced by Luce raises important questions h have no bearing on the artistic other qualities of 'Blackboard le.' We of M-G-M are proud of picture. It has received critical im and in the matter of public mage is one of the year's best. as been passed without cuts by State Censor Board in the ed States with the exception of achusetts, which deleted three s.

Cites 'Basic Question'

The basic question is whether any rican representative abroad may ce censorship by threat and by xercise of the power of his poli- office. It is my firm conviction censorship, always undesirable, ost dangerous when enforced gh usurpation of power. That is oad which leads inevitably to the ng of freedom of expression and ually to the stultifying of all ive thought.

therefore poses a fundamental t to the very existence of the n picture industry and conse-tly has impelled me to file a ous protest with Secretary of John Foster Dulles in the hope our industry will never again be cted to sueh unwarranted per- censorship at the hands of our matic representatives.

'Shocked and Surprised'

aturally I was both shocked and ised by Mrs. Luce's precipitous n in furthering censorship by t. M-G-M will never confine its ıction activities to stories of ıg, happy peasants—the path to n the Ambassador's action would rably lead. I fully sympathize and understand the action taken ıe Venice Film Festival authori-vhen confronted by the dilemma occasioned by Mrs. Luce's ultimatum. It is hardly to be expected that any foreign group would elect to oppose the demands of one oecupying ambassadorial rank. I am gratified that they have invited a dissimilar but equally worthy M-G-M production—'Interrupted Melody'—as a Festival entry."

REVIEW:

ILLEGAL

Warner Bros.

HOLLYWOOD, AUG. 30

EDWARD G. ROBINSON is back again in the area of his lustiest fame in this melodrama concerning justice, crime, law and its loopholes, civic corruption and courtroom deception, which has Nina Foch, Albert Dekker, Hugh Marlowe, Jayne Mansfield, Ellen Corby and Edward Platt in its large and convincing cast. As produced by Frank P. Rosenberg and directed by Lewis Allen, from a screenplay by W. R. Burnett and James R. Webb and derived from a story by Frank J. Collins, the picture is in the topical category of gangster lore that a good many followers of the screen, including this one, regard as a great deal more entertaining than most of the other categories that have been favored above it by producers in recent years. It's all here—the gang boss, the crooked office-holder, the beatings, the betrayals, finally the big black sedans and the bullets in the street—with all the skill with this kind of material that this studio has always displayed.

Robinson starts off on the right side of the law, in this instance, portraying a famed district attorney, with eyes on political advancement, who prosecutes an innocent man accused of murder, gets him convicted and sentenced to execution, and then discovers, moments too late to stop the execution, that the convicted man is innocent. This throws Robinson into an alcoholic spin which leads him, after resigning his office, to set up shop as a private attorney dedicated to the defense of the unrighteous on the belief, which he states, that it is better for 100 guilty to go free than for one person to perish innocently. He is so successful at saving some minor crooks from conviction that Dekker, playing the chief mobster, hires him to protect his dishonest interests at tall fees. (An incident in all this is the one where the defense attorney swallows the alleged poison, thus winning an acquittal for a prisoner, and then gets it pumped out of him before it can kill him.) Miss Foch, playing his former secretary, comes into danger of being convicted for slaying her husband, Robinson's former assistant, and although getting her acquitted involves turning in his gangster associates, he does so, winding up in a clinch with her that looks matrimonially destined.

Running time 90 minutes. General audience classification. Release date, Oct. 15.

WILLIAM R. WEAVER

Md. Allied Holds Its 4th Annual Outing

BALTIMORE, Aug. 30.—The Allied Motion Picture Theatre Owners of Maryland held its fourth annual outing last week to Bowley's Quarters, Md. Several hundred guests attended.

Those coming over from Washington included Abram F. Myers, attorney for Allied States; Joe Ginn, district manager, Universal-International; Phil Isaacs, Paramount; Harold Saltz, U-I; Herbert Bennin, for M-G-M. Ted Shull, manager Peerless Exchange; Ross Wheeler of Wheeler Film Exchange; Ray Forman, office manager for U-I; Jack Benson, Film Row booking official; Bill Friedman of Buena Vista; Elmer Moore of Columbia Pictures and Jake Flax of Republic Pictures.

Bogart Will Attend 'Hand' Debut Here

Humphrey Bogart, star of 20th Century-Fox's "The Left Hand of God," will attend the special gala premiere of the CinemaScope picture for the benefit of Boys' Town of Italy, Mrs. George P. Skouras, chairman of the benefit committee, announced yesterday.

The premiere will take place Sept. 21, at the Roxy Theatre here, and will mark one of Bogart's infrequent appearances at a premiere. It is expected he will be accompanied by Mrs. Bogart, actress Lauren Bacall.

ABC-TV Reports Record Time Sales

Gross time sales for the television network of the American Broadcasting Co. thus far in 1955 amount to a record total of $69,737,939 for the current selling season, according to an ABC-TV official.

Of the total gross time sales, 64.3 per cent, or $44,835,995 has been received from 52 new sponsorships while the 19 sponsors who renewed contracts with ABC-TV totaled $24,901,942.

Weekend Programs

Report ABPC Seeks British Video License

From THE DAILY Bureau

LONDON, Aug. 30.—Although no official information is available, it is authoritatively understood that Associated British Picture Corp. has applied to the Independent Television Authority for its license as weekend program contractor in the important stations in the Midlands and the North of England.

The valuable franchise had been allotted originally to a group headed by newspaper proprietor Lord Kemsley and radio impresario Maurice Winnick. For an undisclosed reason, Lord Kemsley found himself unable to carry on with the project. Winnick then withdrew.

Sir Philip Had Declined

ABPC had been invited to become a program contractor earlier this year and its directors set aside £3 million against the day when the corporation might enter TV. ABPC's chairman, Sir Philip Warter, subsequently decided that the time was inopportune.

"It was felt," said Sir Philip, "that the re-equipment and modernisation of the cinemas demanded much of the resources in manpower and money, and the board decided not to take part for the time being."

The £3 million was accordingly diverted to the circuit's re-equipment and modernisation program.

Crux of Sir Philip's earlier policy declaration is probably to be seen in the words "for the time being." ABPC's chairman is probably satisfied with the speedy and successful fashion the circuit has re-equipped and modernised itself.

Eight Others Applying

There are eight other applicants for the license now on offer. The Authority is expected to announce its decision in the very near future.

It is anticipated that the Midlands transmitter sited near the Cathedral city of Lichfield will be the first of the Authority's provincial stations to begin operations. It is believed that it will send out its first programs shortly after the turn of the year.

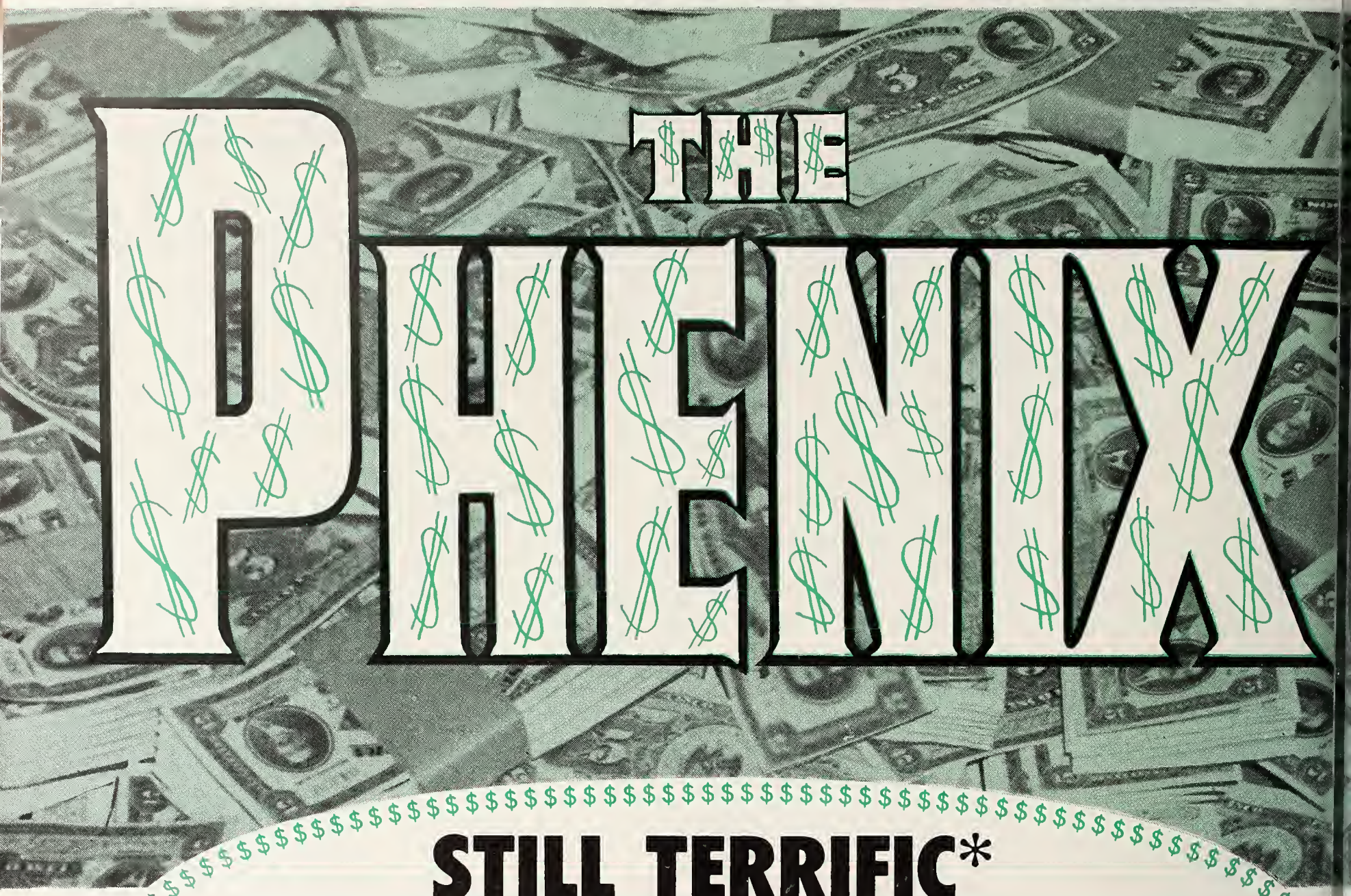
Four Majors Agree

(*Continued from page* 1)

clude wage increases ranging from $5.50 to $7 per week and three-week vacation periods. The contracts covering the "white collar" employees expire today.

Moss said that the union negotiators are meeting opposition from Stanley Warner Corp. and RKO Theatres, Inc. where the circuit officials have balked at the H-63 proposals to be included in the new contracts. The contracts covering home office employees at the circuits also expire today.

THERE'S MONEY



STILL TERRIFIC*
IN ITS 7TH WEEK AT THE WOODS THEATRE, CHICAGO!

*Running neck and neck with "Blackboard Jungle" and "On The Waterfront" figures and surpassing such hits as "Moon Is Blue" and "Mogambo"!

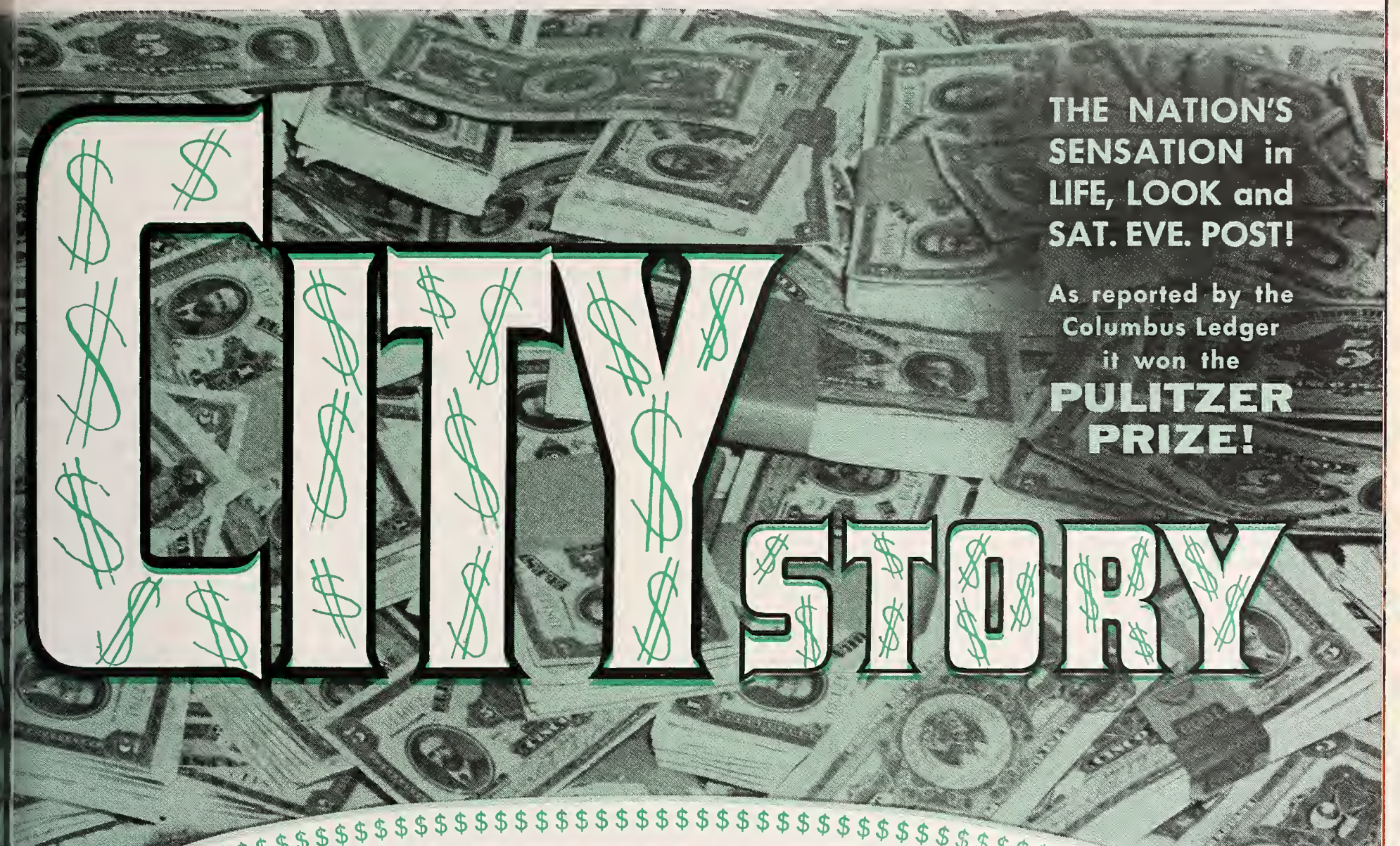
AND SOON GOING INTO BOXOFFICE ACTIO

STANLEY, Philadelphia • HIPPODROME, Cleveland • PALMS STA
ORPHEUM, New Orleans • PARAMOUNT, Atlanta • FOX, St. Loui
CAPITOL, Washington • CAPITOL, Worcester • CAPITOL, Ma

Allied Artists will keep

"THE PHENIX CITY STORY" Produced by SAMUEL BISCHOFF and DAVID DIAMOND Directed by PHIL KARLSON Screenplay by RA

WRITTEN ALL OVER IT!



OPENING AT

LOEW'S STATE, N. Y. SEPT. 2ND

FOLLOWING SUCH GIANT ATTRACTIONS AS

"BLACKBOARD JUNGLE" AND "SEVEN YEAR ITCH"!

THE NATION'S TOP THEATRES!

troit • PARAMOUNT and FENWAY, Boston • PALACE, Cincinnati
RAMOUNT, New Haven • MALCO, Memphis • STRAND, Newport
LINCOLN, Trenton • STRAND, Lowell • PARAMOUNT, Springfield

rings Summer-Hot all Fall!

IR and DANIEL MAINWARING starring John McINTIRE • Richard KILEY • Kathryn GRANT Edward ANDREWS • Meg MYLES • James EDWARDS

ABPT Meet

(Continued from page 1)

participate in a wide variety of subjects.

Particular emphasis will be placed on the development of "new faces" to attract the younger element. Most of the theatre affiliates attending the meeting have been conducting special activities to bolster the attendance of youngsters in the past several months. Their actual experiences on the subject will be discussed for the further development of future plans on building up the "movie habit."

Goldenson has declared that a report will be compiled of all the information submitted at the meeting and will be made available to all concerned in the industry.

Grant ABPT

(Continued from page 1)

represent the only remaining houses to be divested under ABPT's divestiture program, which called for the divestiture of 774 theatres since the entrance of the Paramount consent decree in March, 1949. The deadline for the divestiture of the remaining 38 theatres was set back from Sept. 3 to Dec. 3.

The significant developments in television and their meaning . . .

Every Monday in

Television Today

Right at the start of the week—through an interpretive new style of trade paper journalism — this concise report of the significant news and events keeps you posted quickly and easily.

Television Today

Published every Monday in conjunction with *Motion Picture Daily*

Television--Radio

with Pinky Herman

MARK VII Productions will start construction in two weeks on its own $250,000 building on a site at Republic studios which will house production and administrative personnel for Jack Webb's firm. Webb, president, producer, director and star of "Dragnet," will take a month's vacation in Europe before returning to the new studios, which will be ready early in November, to complete the remaining 55 episodes of the "Dragnet" series. . . . Max Liebman has signed the Trio Schmeed, Swiss Yodelling group, currently appearing at the Blue Angel, to appear with Betty Hutton in the Oct. 1 TVersion of "Heidi." . . . NBCaster Gene Hamilton and producer Joel O'Brien huddling on a new TV panel musical show. Gene, besides being an ace announcer and narrator, has long been associated with the popular "Chamber Music of Lower Basin St." musicales. . . . MBStarting Sunday, Sept. 11, Walter Winchell will be heard Coast to Coast from 6:00-6:15 P.M. . . . Bernard Wilens and Edward Rosen have joined the William Morris television department.

☆ ☆ ☆

With Jack Kelly starred as the young doctor of the "Kings Row" stories, (alternating weekly with the "Cheyenne" and "Casablanca" series) the new full-hour "Warner Bros. Presents" program will TVee off Tuesday, Sept. 31, at 7:30 P.M., over ABC. Paul Stewart, actor-director, is the megger of "Kings Row." . . . Telefilmed for National Biscuit Co., Screen Gems' "Adventures of Rin Tin Tin" starts its second year on ABCommencing Sept. 9. . . . Featured for the past several weeks on "The Arthur Godfrey Show," the Toppers Quartet, with special vocal arrangements by Meyer Rappaport, seem headed for stardom. Group is managed by Deborah Coleman. . . . A bee-hive of activity these days is the Biltmore Studio down on E. 4th St. in Manhattan where two of Guild Films' teleseries are currently rolling. "I Spy," narrated by Raymond Massey and featuring dozens of well-known Hollywood and TV luminaries and co-directed by William Berke and Marc Daniels (alternate megs) and "The Goldbergs," starring Gertrude Berg, directed by Marc Daniels with Miss Berg's son, Cherney, associate producer. J. Burgi Contner is the cameraman on both of the series assisted by Eddie Hyland.

☆ ☆ ☆

The rapidity with which syndicated TV film programs are growing has prompted MCA-TV Ltd. to revise its territorial divisions with the creation of a new mid-Eastern regional sales office to be located in Cleveland with Cincinnati, Detroit, Buffalo and Pittsburgh salesmen headquartering there. . . . Sportscaster Harry Wismer has been thrilled aplenty during his 20 years of covering sports all over the country, but last Saturday's thrill he'll never forget. Harry played golf with President Eisenhower at the Cherry Hills links in Denver. . . . Harry Hershfield, Ben Grauer and James Fassett will co-emcee the Sigmund Spaeth testimonial concert at Town Hall (N. Y.) Tuesday, Oct. 4, with the proceeds going to the Louis Braille Music Institute.



Harry Wismer

☆ ☆ ☆

Robert Q. Lewis returns from a European vacation Saturday when he resumes his radio CBSeries and on Monday (Sept. 5) will likewise take over as head man of his daily TV series. . . . Vanessa Brown replaces Joan Caulfield in "My Favorite Husband" when this CBSponsored by General Electric TV series resumes next month in the Tuesday nite 10:30-11:00 slot. Formerly seen at this time on Tuesdays, Edward R. Murrow's "See It Now," will be changed to another time with Pontiac picking up the tab for the six scheduled shows under a preempt guarantee. . . . Ethel Thorsen, former Ziegfeld Follies eyeful who was adjudged "most beautiful chorus girl in the world," will start her third year on WPIX (New York) Sunday, Sept. 11 (11:05-11:35 P.M.) with "Fashion Premiere" sponsored by Monet Jewelry. . . . Dr. Bruno Furst, internationally famous authority on memory and concentration, has been set for a second appearance on Art Baker's "You Asked for It" ABCoast to coaster Sept. 18, one of the few men ever to repeat on this show.

See Hot Issu

(Continued from page 1)

enunciated by the board and c vention, which is scheduled to held in Chicago in November, t declared.

The Allied leaders, declining use of their names until the in organizational dispute comes t head before the board or the con tion, contended it would be "f hardy" for Allied not to partici in any new ticket tax campaign proposed by Samuel Pinanski, pr dent of American Theatres Corp.

Many Allied members ope theatres charging admissions pr above the 50-cent-tax exempt they pointed out, adding that w Cole and Rembusch remain g Allied stalwarts, nevertheless they mistaken in their attitude toward proposed tax campaign.

Cinema-Vue

(Continued from page 1)

P. Smith, president of Cinema- following the signing of the inte tional pact.

Many of the films, starring name in British films, were produ during 1953, 1954 and 1955. A n ber are said to be completely to television.

Smith also announced that his distribution company had negoti a deal with Nathan Kramer, presi of Clift TV Films, Inc., for 31 a tional feature productions, inclu four Alexander Korda films mad 1953-54.

The Korda films are "The sive Pimpernel," made in 1953 stars David Niven and Marg Leighton and is presented in c by Technicolor. "Mr. Denning D North," filmed in 1954 with J Mills, Phyllis Calvert and Sam W maker; "Home at Seven," star Ralph Richardson, Margaret Leig and produced in 1954; and " Holly and the Ivy," a 1954 produc with Ralph Richardson, Celia J son and Margaret Leighton.

FLY B·O·A·C

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National Pre-Selling

M-G-M's "Trial" will have the substantial backing of an ad campaign in national weekly and monthly magazines that have a readership of more than 84 million.

Ads will appear in "Life," "Look," "Collier's," "Saturday Evening Post," "Time," "Parent's" and "The Saturday Review."

In addition, Grosset and Dunlap will publish a special hard cover edition of "Trial," each copy to feature a paper band calling attention to the M-G-M production.

•

Ed Miller of "Seventeen" has right some of the sparkle and finee of Columbia's "My Sister Eileen" in the two-page photo layout appearing on a spread in the September issue of "Seventeen."

Janet Leigh, Jaek Lemmon, Kurt Kasznar, Tommy Hall and Robert Esse are pietured in lively danee senes and in eomedy sequenees that would appeal to theatregoers of all age groups.

•

"The Private War of Major Benson," "The Man From Laramie" and "The Scarlet Coat" are among the pictures recommended to the readers of the September issue of "Woman's Home Companion."

•

Columbia Pictures will use a carton format in its national magazine advertising "My Sister Eileen." Five magazines with a total circulation of 25 million will be utilized.

Cartoon ads will appear in the following magazines: "Redbook" and "American Magazine" will each have a insertion in their October and November issues. "Look" will run three ads in its Oct. 18 issue. "Collier's" will carry two each in the Oct. 15 and 29 issues. "The Saturday Evening Post" will have two ads in both the Oct. 1 and 15 issues.

•

Paramount's "The Desperate Hours" is the reeipient of eonsiderable help in the September issue of "McCall's." Under the title "Order of a Small Town" is a pictorial story and a eomplete analysis of this pieture starring Fredrie March, Humphrey Bogart and Martha Scott.

•

"The Left Hand of God" picks up considerable impetus by virtue of a text and picture story in the September issue of "Redbook."

A double-page spread is devoted to the 20th Century-Fox picture starring Humphrey Bogart and Gene Tierney. Color and black and white production stills of the picture's highlight scenes are matched with original drawings which illustrate a serialization of the William E. Barrett best-seller.

•

A full color page ad on UA's "The Kentuckian" appeared in the "San Antonio Sunday Light." This publication reaches 135,000 readers.

WALTER HAAS

All Rank Firms Show Profit

(*Continued from page 1*)

reported net of £178,089 against £106,114; Cinema Television, a net of £428,764, against £305,650, and Odeon Associated Theatres a net of £112,804, against £105,709.

Rank's key Odeon company declared a dividend of 25 per cent on the ordinaries, against 15 per cent last year. The Gaumont British dividend is 15 per cent, against 12½ per cent last year; British & Dominions, 6½ per cent, against five per cent, and Cinema Television, 45 per cent, against 30 per cent the previous year.

Odeon's consolidated balance sheet will show a reduction in bank indebtedness of £977,284 during the year which, with reductions achieved earlier, brings the total for the past six years to £12,096,066 ($33,868,984).

Other loan capital repaid during the year amounted to £184,334.

Reserve Account Grows

During the year Odeon transferred from its profit and loss account to its general reserve £1,000,000, which brings the reserve account to £2,000,000.

Rank proposes a capitalization of £946,991 of reserves, applying the same to paying up in full 3,787,966 Odeon ordinary shares of five shillings each, issuable free to the present ordinary shareholders on the basis of one new ordinary share for every ordinary share now held. The new shares will be eligible for dividends next year.

As the new capitalization alters the present voting balance, Rank proposes to double the number of votes now attaching to the preference shares. It is proposed additionally to create a new class of 8,000,000 "A" ordinary shares of five shillings each, ranking *pari passu* with the existing ordinaries, except that they will not have voting

Cash Issue to Be Added

Odeon intends, as soon as market conditions permit, to make the cash issue part of the new shares by way of rights to the present ordinary shareholders.

It is proposed to change the name of Odeon Theatres, the present controlling company, to the Rank Organization, Ltd.

G-B's balance sheet will show the transfer from the profit and loss account to general reserve of £578,172, thereby bringing the latter to £2,000,000. Cinema Television proposes to transfer £690,000 to general reserve, bringing the latter to £750,000.

American Production In Mexico Up 100%

MEXICO CITY, Aug. 30.—Combined film production by Mexicans and Americans in Mexico this year will total at least 100 of feature-length, it is estimated by the Picture Producers Assn. The combined output last year was 112—seven by Americans. Americans are expected to make at least 15 feature productions this year.

The estimate stressed that quality is much higher this year. The $2,800,000-loan the Bank of America has just made the industry is seen as an important contribution toward better pictures. The loan is aiding the trade's own bank, the semi-official Banco Nacional Cinematografico, to finance production up to 85 per cent of costs.

Iowa Popcorn Firm To National Oats Co.

ST. LOUIS, Aug. 30.—National Oats Co. of East St. Louis, Ill., and Cedar Rapids, Ia., has taken over the business of Popcorn Growers and Distributors of Wall Lake, Ia., through a lease agreement that carries an option to purchase. Company spokesmen say the deal makes National Oats the world's largest processor and distributor of popcorn.

The transaction included two complete popcorn processing plants at Wall Lake, semi-processing operations in Colorado and extensive storage facilities located in Colorado and Arkansas.

NYC Circuits Join Awards Election

Five more large circuits, operating nearly 200 theatres in the New York City exchange area, informed COMPO yesterday of their participation in the national Audience Awards election. They are: Loew's Theatres, Inc., Interboro Circuit, Associated Prudential Playhouses, Walter Reade Theatres and Rugoff & Beeker. Enrollment of the Century Circuit was announced previously.

Several other large city circuits are estimating their ballot requirements and their official enrollment in the election is expected within the next few days. Both the Metropolitan Motion Picture Theatres Association, Inc., and the Independent Theatre Owners Association have officially endorsed the poll and officials of these organizations indicate they expect 100 per cent participation by their membership.

Denver Area Active In Audience Awards

Theatres in the Denver exchange area, where local motion picture polls have been successfully conducted in the past, are going all out for the national Audience Awards election, according to COMPO headquarters. Three of the largest chains in the area, Fox Inter-Mountain with 55 theatres, Gibraltar Enterprises with 18, and Cooper Foundation with 16, have enrolled all of their theatres.

As announced previously, exhibitors in the Denver area are conducting a guessing contest in connection with the election.

HOLLYWOOD *on the march*

By SAMUEL D. BERNS

HOLLYWOOD, Aug. 30

NOW that Louis De Rochemont has switched to Fox West Coast's CineMiracle process with a Richard Halliburton adventure story to fill the big screen, Clouts McCardle believes Cinerama may tie in with Robert Nolan's rights to Dr. Roy Chapman Andrews' material, which earned the famed explorer, adventurer and scientist the title of director of the New York Museum of Natural History for the past 30 years. Dr. Andrews is the one who discovered those dinosaur eggs in Asia.

☆

With George Gobel's first feature film being titled "The Birds and The Bees," we can almost hear him plugging the Paramount film on his Fall TV programs with a switch on his favorite line to "I'll be a dirty bee!"

☆

Prediction: Shirley Jones will become a star overnight with her refreshing youthfulness, beauty and singing charm as Laurey in Todd-AO's version of "Oklahoma."

☆

CHANNEL SWIMMERS: **Norman Taurog will direct one of Eastman Kodak's half-hour telefilms for the Screen Directors Guild after he finishes the Gobel film at Paramount. . . . William Koenig has switched from RKO's story department to selector of material for Four Star's Cavalcade Theatre, sponsored by DuPont.**

☆

FRANK O. PINYONS: One of the most common ailments that ultimately affects the executive heads of the various production departments is a nervous tension brought about by the vast amount of necessary reading in connection with the search, research and development of a film property. Nearly everyone experiences the sensation of being "script happy." In reaching for a cure, Kenneth MacKenna prevailed upon M-G-M to bring NYU's Justin Miller to the coast to conduct a 20-hour course in "reading improvement and increasing speed" for many of the studio's top echelon. Bert Allenberg, one of our community's agency heads, attending one of the classes, was that impressed he sold competitive MCA on the idea of joining William Morris agents in absorbing the four-weeks course that followed. Columbia has had it (ask Julian Blaustein and Bill Goetz about their reading speed now). Frank McCarthy is considering the course for 20th. . . . If it's that good, it might be wise for all the studios to tie Miller up on a rotating basis, otherwise the networks are sure to nab him. . . . In a town where creative minds are taxed with reading assignments, anything that will improve the reading aptitude to allow more thinking hours should be sustained or subsidized by the various guilds and film companies.

MOTION PICTURE DAILY'S BOOKING CHART

ALLIED ARTISTS

(Aug. Releases)

THE PHENIX CITY STORY
Richard Kiley
John McIntyre
Kathryn Grant
Lenka Peterson
85 min.
(Rev. 7/18)
(Rel. 8/21/55

NIGHT FREIGHT
Forest Tucker
Barbara Britton
Keith Larsen
Thomas Gomez
80 min.
(Rel. 8/29/55)
(Rev. 8/18)

(Sept. Releases)

THE WARRIORS
(Color)
Errol Flynn
Joanne Dru
Peter Finch
Yvonne Furneaux
85 min.
(Rel. 9/11/55)
CS

THE BODY SNATCHERS
Kelvin McCarthy
Dana Wynter
King Donavon
Jean Wiles
83 min.
(Rel. 9/18/55)
SS

SON OF SLADE
John Ericson
Bari Blanchard
Neville Brand
Casey Adams
80 min.
(Rel. 9/25/55)

COLUMBIA

(Aug. Releases)

THE MAN FROM LARAMIE
(Color)
James Stewart
Cathy O'Donnell
Arthur Kennedy
Donald Crisp
Alex Nicol
Aline McMahon
Wallace Ford
O—102 min.
(Rev. 7/1/55)
CS

BRING YOUR SMILE ALONG
(Color)
Frankie Lane
Keefe Brasselle
M—83 min.
(Rev. 7/1/55)

(Sept. Releases)

FOOTSTEPS IN THE FOG
(Color)
Stewart Granger
Jean Simmons
Bill Travers
Ronald Squire
90 min.

THE NIGHT HOLDS TERROR
Jack Kelly
Hildy Parks
Vince Edwards
John Cassavetes
David Cross
86 min.
(Rev. 7/14)

SPECIAL DELIVERY
Joseph Cotton
Eva Bartok
Nigil MacGinnis
Rene Deltgen
86 min.
(Rev. 7/29/55)

THE GUN THAT WON THE WEST
(Color)
Dennis Morgan
Paula Raymond
Richard Denning
O—71
(Rev. 7/15/55)

APACHE AMBUSH
Bill Williams
Richard Jaeckel
Alex Montoya

M-G-M

(Aug. Releases)

THE KING'S THIEF
(Color)
Edmond Purdom
Anne Blyth
David Niven
78 min.
(Rel. 8/5/55)
CS

THE SCARLET COAT
(Color)
Cornel Wilde
Michael Wilding
George Sanders
Anne Francis
(Rev. 6/21)
(Rel. 8/19/55)
CS

(Sept. Releases)

IT'S ALWAYS FAIR WEATHER
(Color)
Gene Kelly
Dan Dailey
Dolores Gray
Michael Kidd
M—102
CS
(Rel. 9/2/55)

SVENGALI
Hildegarde Neff
Donald Wolfit
82 min.
(Rel. 9/9/55)

BAR SINISTER
(Color)
Jeff Richards
Jarma Lewis
Edmond Gwenn
88 min.

PARA.

(Aug. Releases)

WE'RE NO ANGELS
(Color)
Humphrey Bogart
Aldo Ray
Peter Ustinov
Joan Bennett
103 min.
(Rev. 6/13)
VV & PS

YOU'RE NEVER TOO YOUNG
(Color)
Dean Martin
Jerry Lewis
Diana Lynn
C-104
(Rev. 6/15)
VV & PS

(Sept. Releases)

THE GIRL RUSH
(Color)
Rosalind Russell
Fernando Lamas
Eddie Albert
Gloria DeHaven
VV & PS
(Rev. 8/8)

TO CATCH A THIEF
(Color)
Cary Grant
Grace Kelly
D—97
(Rev. 7/14/55)
VV & PS

ULYSSES
(Color)
Kirk Douglas
Sylvano Mangano
Anthony Quinn
Rossana Podesta
104 min.
(Rev. 6/23/55)

REPUBLIC

(Aug. Releases)

THE LAST COMMAND
(Color)
Sterling Hayden
Anna Maria Alberghetti
Richard Carlson
(Rel. 8/3)

TWINKLE IN GOD'S EYE
Mickey Rooney
Coleen Gray
Hugh O'Brien
(Rel. 8/10)

THE DIVIDED HEART
Cornel Borschers
Yvonne Mitchell
Arman Dahlen
(Rel. 8/11)

FLAME OF THE ISLAND
(Color)
Yvonne DeCarlo
Zachary Scott
Howard Duff
(Rel. 8/19)

SECRET VENTURE
Kent Taylor
Jane Hylton
(Rel. 8/26)

RKO

(Aug. Release)

BENGAZI
Richard Conti
Victor McLaglen
Mala Powers
Richard Carlson
SS

(Sept. Release)

TENNESSEE'S PARTNER
(Color)
John Payne
Ronald Reagan
Rhonda Fleming
Coleen Gray
SS

20TH-FOX

(Aug. Releases)

THE VIRGIN QUEEN
(Color)
Bette Davis
Richard Todd
Joan Collins
(Rev. 7/27)
CS

LOVE IS A MANY SPLENDORED THING
(Color)
William Holden
Jennifer Jones
(Rev. 8/10)
CS

(Sept. Releases)

THE LEFT HAND OF GOD
(Color)
Humphrey Bogart
Gene Tierney
Lee J. Cobb
CS

SEVEN CITIES OF GOLD
(Color)
Richard Egan
Michael Rennie
Rita Moreno
Cameron Mitchell
CS

THE TALL MEN
(Color)
Clark Gable
Jane Russell
Robert Ryan
Cameron Mitchell
CS

UNITED ARTISTS

(Aug. - Sept. Releases)

THE KENTUCKIAN
(Color)
Burt Lancaster
Walter Matthau
Dianne Foster
Diana Lynn
104 min.
(Rev. 7/13/55)

THE NAKED STREET
Farley Granger
Anthony Qlinn
Anne Bancroft
84 min.
(Rev. 8/11)

NIGHT OF THE HUNTER
Robert Mitchum
Shelley Winters
Billy Chapin
93 min.
(Rev. 7/20)

DESERT SANDS
(Color)
Ralph Meeker
Marla English
J. Carrol Naish
87 min.

UNIV.-INT'L

(Aug. Releases)

ONE DESIRE
(Color)
Anne Baxter
Rock Hudson
Julie Adams
94 min.
(Rev. 7/5)

PRIVATE WAR OF MAJOR BENSON
(Color)
Charleton Heston
Julie Adams
C-105
(Rev. 5/27)

FRANCIS IN THE NAVY
Donald O'Connor
Martha Hyer
C-80
(Rev. 6/27)

THE SHRIKE
Jose Ferrer
June Allyson
D—88 min.
(Rev. 5/10/55)

FEMALE ON THE BEACH
Joan Crawford
Jeff Chandler
Jan Sterling
97 min.
(Rev. 7/13/55)

THE NAKED DAWN
(Color)
Arthur Kennedy
Betta St. John
(Rev. 7/26)
82 min.

WARNERS

(Aug. Release)

PETE KELLY'S BLUES
(Color)
Jack Webb
Peggy Lee
Janet Leigh
Edmond O'Brien
Ella FitzGerald
(Rev. 7/28)
CS
95 min.

(Sept. Release)

THE McCONNELL STORY
(Color)
Alan Ladd
June Allyson
James Whitmore
107 min.
CS

OTHERS

LIPPERT

(Sept. Release)

SIMBA
(Color)
Dirk Bogarde

BUENA VISTA

(Sept. Release)

AFRICAN LION
(Color)
Documentary
(Rev. 8/9)
75 min.

I. F. E.

(Sept. Release)

MADDALENA
(Color)
Marta Toren
Gino Cervi
Charles Vanel
Jacques Sernas
90 min.

D. C. A.

(Aug. Release)

I AM A CAMERA
Julie Harris
Shelley Winters
Laurence Harvey
(Rev. 8/4)
98 min.

Keys: SYSTEM: CS—CinemaScope; VV—VistaVision; SA—SuperScope (anamorphic print); 3D—two prints; 3D(1)—single strip.

SOUND: Ss—Four track magnetic stereophonic sound; Ss(2)—Separate stereophonic sound print; Ps—Perspecta optical directional sound; Ms—single track magnetic sound; Os—standard optical sound.

Letters denote the following: (D) Drama; (M) Musical; (C) Comedy; (O) Outdoor action; Production Numbers Are In Parentheses. (Rev.) Motion Picture Daily Review Date.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 44 NEW YORK, U. S. A., THURSDAY, SEPTEMBER 1, 1955 TEN CENTS

late Meet

Thorny Italian Permit Issue to Co. Presidents

niversal Seeking Two dditional for Year

A meeting of the company presi-nts has been called to tackle the orny issue of the division of Italian rmits, a problem which has ıgued the foreign managers for ore than a month.

One of the major disputes, is was ırned, is what Universal contends be its "justifiable insistence" that e number of permits allocated to ıiversal be increased by at least o, with an option to exercise two hers at the end of the season.

The company presidents are ex-cted to convene as soon as pos-

(*Continued on page 6*)

). C. Editorial Favors tudy of TV, Films ffect on Juveniles

From THE DAILY Bureau

WASHINGTON, Aug. 31. — The ashington "Post" today editorially pported a Senate group's sugges-n that a special commission be set to study the impact of television, otion pictures and other mass edia upon children and youth.

A Senate Judiciary Subcommittee

(*Continued on page 5*)

White Christmas' uletide Release

hite Christmas" again will be ramount's Christmas release, with okings to start in October, it was nounced yesterday. When it was thdrawn from general release last ne, the picture had reached a do-stic gross of $8,500,000, 75 per nt of which was earned during the weeks from mid-October to New ar's, according to Paramount. The es department estimates that hite Christmas" is barely at the lf-way mark of its box-office gross-; potential.

Puzzled by Mrs. Luce's Authority

State Department Studies Loew's Protest on 'Jungle'

By J. A. OTTEN

WASHINGTON, Aug. 31.—State Department officials were busily trying to decide today what to do about Arthur Loew's protest against the withdrawal of "Blackboard Jungle" from the Venice film festival in Italy.



Arthur Loew

Loew, president of Loew's International, protested action by Ambassador Clare Booth Luce which led to the withdrawal of the film. His protest reached the department this afternoon and was referred to the Public Affairs Adviser for Western Europe.

Officials in the office immediatcly asked for a report on the matter from Italy and also started discussions with Turner Shelton, head of the film program at the U.S. Information Agency, which has more direct con-

(*Continued on page 6*)

9 from Fox, Sept. to Dec.

With the number of attractions from 20th Century-Fox this year expected to total 29, the company yesterday announced that nine top-budgeted productions, eight of which are in CinemaScope and color, will be released between September and December.

The four-month product roster will be highlighted by the late September pre-release of "The Tall Men," starring Clark Gable, Jane Russell, Robert Ryan and Cameron Mitchell, and the Christmas holiday introduction of "The Rains of Ranchipur," topcasting

(*Continued on page 6*)

Over $24 Millions Gross Profit

London Papers Laud Rank Group's Healthy Financial Performance

By PETER BURNUP

LONDON, Aug. 31.—London newspapers from the "Times" to the tabloids were united today in paying tribute to J. Arthur Rank for the formidable financial performances of every one of his motion picture and theatre companies in the past fiscal year.



J. Arthur Rank

The preliminary accounts of the companies, made public yesterday, revealed the Rank group's gross trading profit to have amounted to £8,727,035 ($24,435,698) an all-time record for the Organization and £1,000,000 higher than the preceding fiscal year. The

(*Continued on page 6*)

Set UA Latin-Amer. Meeting in Miami

United Artists' first Latin American sales convention, bringing together executives and representatives from 12 countries in South America, Central America and the Caribbean, will be held Sept. 19-23 in Miami under the leadership of Arnold M. Picker, vice-president in charge of foreign distribution.

The five-day meeting, to set distribution and promotion plans for the entire Latin American territory during

(*Continued on page 6*)

Results Good

Extend Compo Dues Drive Another Month

Many on Vacation Make Re-Visits Necessary

The dues collection drive of the Council of Motion Picture Organizations, originally announced for the month of August, is being extended into September, Compo headquarters confirmed yesterday.

Collections have been good thus far, it was stated, but canvassing of exhibitors in many exchange areas has not been completed because many were found to be away on annual vacations during the month of August.

The dues drive will be continued into this month to give sales teams of film distribution companies an opportunity to revisit towns and thea-

(*Continued on page 5*)

Sees 2,500 Theatres Perspecta-Equipped Overseas by 1956

With Perspecta sound equipment being installed in overseas theatres at the rate of from 250 to 300 monthly, over 2,500 theatres in the foreign market will be equipped for this sound medium by the beginning of 1956, according to George Muchnic, vice-president for Loew's International which has a 50 per cent interest in the system.

Muchnic yesterday reported that

(*Continued on page 6*)

George Schaefer Head Of Loew Florida Unit

The Coral Gables, Fla., theatre for which Loew's Theatres won court approval to lease was revealed yesterday to be owned by Sun-Red, Inc., the president of which is George J. Schaefer, well-known distribution executive.

Schaefer announced that Loew's Theatres had exercised its option to lease the theatre following court approval on Monday.

PERSONAL MENTION

IRVING H. LEVIN, Filmakers president, left New York for London last night via B.O.A.C. Monarch.

•

LEO F. SAMUELS, Buena Vista general sales manager, has returned to New York following completion of a brief vacation.

•

WALTER RILLA, actor and director with Lawrie Productions, Ltd., will arrive in New York from London today via B.O.A.C. Monarch.

•

JOHN HUSTON, producer-director, returned to Hollywood yesterday from Copenhagen, Denmark.

•

OTTO PREMINGER, producer, will arrive in New York today from Hollywood.

•

MARGARET ETTINGER, publicist, will return to Hollywood today from New York via American Airlines.

•

EDMUND GRAINGER and his production crew have returned to Hollywood from Silverton, Col.

•

SOL HUROK will arrive here today from London via B.O.A.C.

•

JOAN GREENWOOD will return to London today from New York.

•

KIM HUNTER has returned to Hollywood from New York.

•

ARTHUR LOEW, JR., returned to Hollywood yesterday from New York.

Facilities Expanded By Preview Theatre

Preview Theatre, Inc., has expanded its special projection facilities here to include magnetic sound heads capable of reproducing magnetic sound tracks in selective or combined positions for A, B and C tracks. Additionally, a mixing console is being installed in the theatre for the control of all optical and magnetic tracks from a remote position.

The new installations are in addition to the stereophonic sound reproducers already in use.

Mrs. Saperstein Dies

ALBANY, Aug. 31.—Word was received here that Mrs. Joseph Saperstein, 61, wife of the retired buyer-booker in the Fabian Albany division office, died at Hollywood, Fla. The Sapersteins had been living in Florida since ill health forced the husband to sever his long-time film associations 18 months ago.

Sept. 20 Presentation

Ticket Prices for Heavyweight Fight Range From $2.50 to $5

Ticket prices for the Sept. 20 closed circuit telecast of the heavyweight championship fight between Rocky Marciano and Archie Moore range from $2.50 to $5 for reserved seats, according to reports received from theatres which will present the Theatre Network Television telecast.

In Atlanta, the Roxy and the Royal Theatres, the latter for colored patrons only, will present the bout. The 2,500-seat Roxy is charging $3 per ticket and the Royal is asking $3.10.

Three Baltimore theatres, the Stanley, State, and the colored Met, have been signed to present the fight on theatre-TV. The Stanley's advance sales are $3.75 general admission and $5 for boxes and half of the theatre is already sold out, it was said. The State and Met are charging $3.50 for all seats on a reserved seat policy.

Reservations in Columbus

In Columbus, O., manager Edward McGlone of the RKO Palace reports that ticket prices for all seats, which are reserved, will range from $3.50 to $4.60.

Harry B. French, president of Minnesota Amusement Co., reveals that the Paramount Theatre in St. Paul will present the fight at the same $2.50 reserved seat policy as the Radio City in Minneapolis.

In Pittsburgh, the Gardens has dropped its plans to show the fight, but negotiations are still pending for the downtown Fulton Theatre to put on the fight via a TNT closed circuit mobile TV unit.

Add Two Circuits to Audience Poll List

Two additional circuits, one on the West Coast and the other in New York City, were added by COMPO yesterday to the list of participating theatres in the national Audience Awards election in November. They are the Blumenfeld Theatres, operating a chain of 32 houses in Northern California, and the Leo Brecher circuit with five participating theatres in New York City.

'Pearl' Here Sept. 16

"Pearl of the South Pacific," a Superscope-Technicolor South Seas adventure, will open at the RKO Palace Theatre here on Sept. 16 instead of Sept. 9 as originally scheduled.

Engel NT-Meet Speaker

HOLLYWOOD, Aug. 31.—Samuel G. Engel, president of the Screen Producers Guild, will be guest speaker at the convention of National Theatres, which will be held Sept. 12-14 at Colorado Springs.

Fake Fite-TV Tickets Uncovered in Buffalo

Special to THE DAILY

BUFFALO, Aug. 31.—Buffalo and Canadian authorities are working hard to track down a "confidence man" who apparently is trying to perpetrate a ten-thousand-dollar swindle based on the coming telecast in the Century Theatre of the heavyweight championship fight.

It has been divulged that the con man, described as about 20, of slight build, with dark curly hair and dark complexioned, has placed an order with a St. Catherines, Ont., printing establishment for the printing of 3,000 tickets, counterfeits of the $3.50 admission tickets currently on sale for the Century Theatre telecast of the Marciano-Moore bout.

Boxing Fans Warned

Detective chief John C. Golombeck of Buffalo said the theatre officials have been informed of the plot and he warned boxing fans to check the authenticity of the tickets they buy. St. Catherines and Buffalo police plainclothes men have been working quietly on the case since it was uncovered late last weekend. It came to light when an official of the Carl Brooker Printing Shop, St. Catherines, notified the police there of the order.

Suspicion was aroused by the man's request that the tickets bear the name of a Buffalo print shop. St. Catherines authorities have kept the printing establishment under constant surveillance in an effort to trap the intended swindler if he calls.

Universal's Dubin In Bar. Assn. Post

Joseph S. Dubin, Universal-International chief studio counsel, has been appointed chairman of the copyright sub-section of the American Bar Association section on patents, trademarks and copyrights, it was announced yesterday.

Dubin is the first major studio representative to be honored with the chairmanship of the Bar Association committee whose work is regarded as vital to the film industry.

Bill Ashby Is Dead

ATLANTA, Aug. 31.—Bill Ashby, service manager of the Dixie Theatre Service Co., here, died of a heart attack.

Toronto House Signs For Telecast of Bout; First Int'l Instance

The closed circuit telecast of th Sept. 20 heavyweight championshi fight between Rocky Marciano an Archie Moore will be shown at th Loew's Uptown, in Toronto, Canada marking the first time that any closed circuit event has gone international according to Nathan L. Halpern president of Theatre Network Tele vision.

Gets Customs Clearance

A contract between the Toront theatre and TNT was signed follow ing agreements reached with custo officials who at first said that th mobile TNT closed circuit projectio unit could not enter Canada witho meeting tariff regulations, eve though it was only on loan.

Line clearance has been arrang with the cooperation of the Canadia Broadcasting Co. and American Tel phone and Telegraph Co.

Audie Murphy Has Busy Day in Boston

BOSTON, Aug. 31.—Audie Murph starring in Universal's "To Hell an Back," spent two days in town as th hero of the VFW national conventio He made tapes and live interview on all local networks, was introduc to Governor Herter, met the pre swore in 65 volunteers outside Ci Hall to be known as the Aud Murphy Platoon, was given a speci citation for his national contributio to selling Defense Bonds and rode the lead car in the five-hour VF parade.

His visit was climaxed by his a pearance on the stage of the Kei Memorial Theatre where he receiv a citation from the VFW commande in-chief, Merton B. Tice. Crow were turned away from the one-ti showing of "To Hell and Back" la evening, at the Memorial theatre.

The regular engagement will st Sept. 7.

'Pioneer' Note Toda For 'Kentuckian' Bo

United Artists today will seek re-create the atmosphere of old Ke tucky in the Times Square area wh "The Kentuckian" has its world p miere at the Mayfair Theatre. The tre-front exercises will feature ancie buckboards and stage coaches as w as a demonstration of bull-whip sk by Tex Williams and his wife, Da lene.

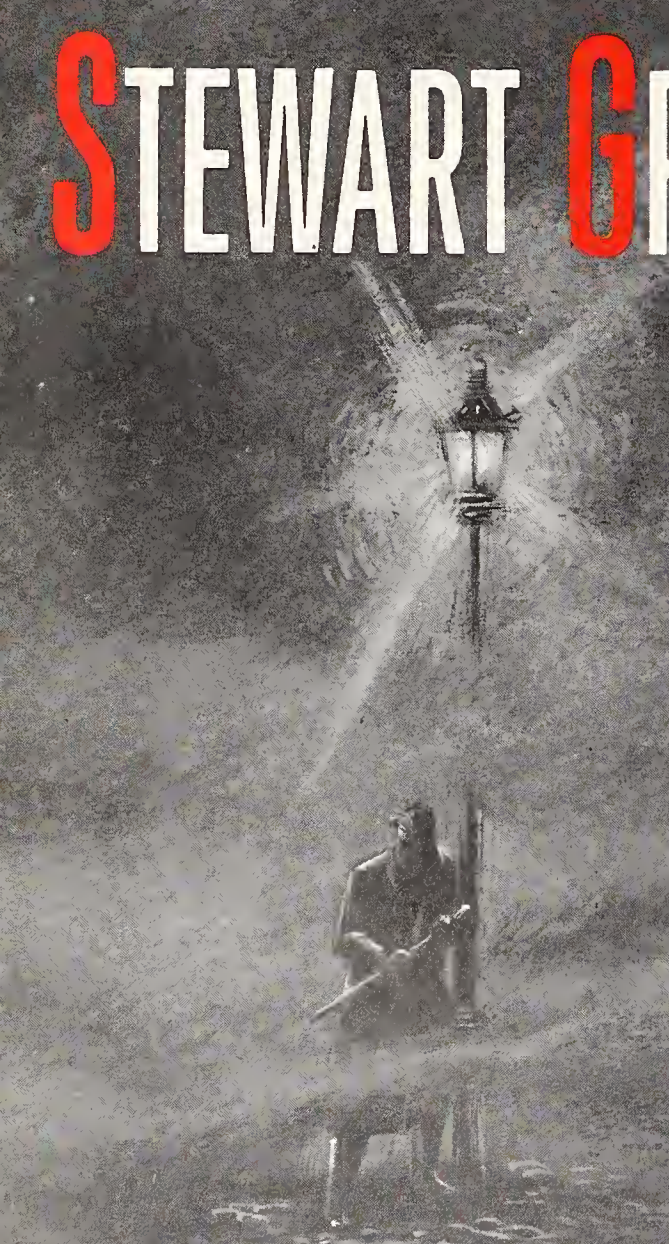
The opening of the Hecht-Lanca ter CinemaScope feature will aided, additionally, by more than 2 radio announcements, and TV appea anees, by Jan Rayce, chosen as "Mi Kentuckian" for the occasion.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Feck Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-214 Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motio Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrc 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Lev Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as secon class matter Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10


Never forget.....
when a man
is close
enough to
KISS
YOU.....
he is
close
enough
to KILL
YOU!....
FOOTSTEPS
IN THE FOG

In the tradition of the industry's greatest thrillers!

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FINLAY CURRIE · BELINDA LEE

Screen Play by DOROTHY REID and LENORE COFFEE

A FRANKOVICH Production · Executive Producer M. J. FRANKOVICH

Produced by MAXWELL SETTON · Directed by ARTHUR LUBIN

Color by TECHNICOLOR

FOR SEPTEMBER FROM *Columbia*

Printed in U. S. A.

PEOPLE

Bill Balaban, son of Mr. and Mrs. ın Balaban, has left his ABC-TV st in New York to work for "Make ıom for Daddy" producer **Lou** lelman, who will also produce the thcoming "Wyatt Earp" TV series. ung Balaban will serve as assistant **Robert Sisk.**

□

Edward Dukoff has announced that a result of the pressure of his pro- ction activities, he has asked for d received from **Danny Kaye** a dis- ution of their business association. ıkoff is currently engaged in the oduction of a TV series in Africa led "African Drumbeat" in partner- ip with the Schlesinger organiza- n of South Africa and Great itain.

□

Richard Boring has been named ad bookkeeper and office manager r the Theatre Seat Service Co., ıshville. Boring was with the Cres- nt Amusement Co. there for the st ten years.

□

John S. Auld has been appointed ınager of technical operations for ı Mont's Electronicam TV-film stem.

□

Ross Donaldson has been named ınager of writing services for Na- ıal Broadcasting Co. here.

□

Bob Lewis has been delegated to ndle publicity for Republic Pic- res in Chicago.

□

George Justin, who served as pro- ıction manager of "On the Water- ınt," has been signed to serve in e same capacity on "Panic," the ın Wolf-John Parker VistaVision ature which is to be produced in ew York this winter.

Iankiewicz Is Sued ?y Geary, Writer

LOS ANGELES, Aug. 31.—Charles Geary, writer, has filed in Superior ourt here a suit for $50,000 against seph L. Mankiewicz and Figaro oductions, charging the defendants th plagiarization of his "The Story Gaby Deslys" in making "The ırefoot Contessa."

Iilestone Banquet lated for Jan. 22

HOLLYWOOD, Aug. 31.—The urth annual Milestone Award Ban- ıet of the Screen Producers Guild ill be held on Jan. 22 at the Beverly ilton Hotel here, it has been dis- osed by Samuel G. Engel, presi- ent of the guild.

Extend Compo Dues Drive

(Continued from page 1)

tres where exhibitors were absent on vacation when first called on in August.

Returns to date are said to be about on a par with other Compo dues drives after making allowance for the absentees. The last Compo dues drive, in 1953, was conducted in the spring.

Expectations are that exhibitor contributions ultimately will aggregate enough to command the maximum contribution from distribution. Distributors have agreed to match exhibitor contributions, dollar for dollar, up to a maximum of $150,000.

The new dues drive was necessitated by the need for financing the Compo Audience Awards poll and to provide funds for a possible all-out assault on the remaining 10 per cent Federal admissions tax. Some Allied States regional units have voted not to contribute to Compo, although they plan to participate in the Audience Awards, because Compo was prevented by its membership rule of unanimity from joining in the exhibitor opposition to subscription television which gathered momentum last spring.

Despite this, reports from dues collection teams in the field indicate that there has been no noticeable diminution in contributions to date. Dues range from a low of $7.50 a year for standard theatres of less than 500 seats, to $75 a year for those over 2,500 seats, and from $7.50 for drive-ins of less than 300-car capacity to $37.50 for those over 600-car capacity.

Interstate Television In Sales Meet Here

Television Today.. Ralph Branton president of Interstate Television Corp., has called a national meeting of the company's executive, sales and advertising staff to be held in New York during the week of Sept. 7. Interstate Television is a subsidiary of Allied Artists Pictures Corp.

The meeting will be presided over by Lloyd Lind, national sales manager for Interstate. Branton will arrive here from Los Angeles on Sept. 6 and will be accompanied by Robert Newgard, Western sales manager, and John Flinn, director of advertising and publicity. Attending the meeting from New York will be Martin Davis, Eastern advertising and publicity manager, and Lou Bantle, promotion director.

Flood Relief Benefits In 2 Reade Drive-Ins

Two Walter Reade drive-in theatres in the Trenton area will run special midnight performances tomorrow, for the benefit of the American Red Cross Trenton Disaster Relief Fund, it was announced by Walter Reade, Jr.

The Trenton Drive-In in Robbinsville, N. J., and the Lawrence Drive-In, Trenton, will run special features at midnight, and turn over the entire receipts to the American Red Cross.

Edict Favoring RKO Appealed by Scott

HOLLYWOOD, Aug. 31.—Counsel for screenwriter Adrian Scott today filed a notice of appeal to the U. S. Circuit Court, Ninth District, from a decision by Federal Judge Ben Harrison in favor of RKO Radio Pictures, Inc., on Aug. 26.

Scott had sought a reinstatement of judgment against RKO obtained by Scott on Feb. 19, 1952, and later reversed by the same court.

Juveniles

(Continued from page 1)

headed by Sen. Kefauver (D., Tenn.) last week, reporting on its investigation of the impact of TV on young people, included among many recommendations a suggestion that the President set up a commission of outstanding citizens to make such a study.

The "Post's" lead editorial today, entitled "Violence by Video," agreed with the subcommittee that crime and horror TV programs have created major disturbances. It said there was no easy solution to the problem created by the content of TV programs, films and other mass media, observing that "censorship is a remedy more dangerous than the disease." A special study commission, the "Post" said, can be more useful than a Congressional group.

"We know far less than we need to know about a matter that cannot fail vitally to influence the whole shape of the American future," the editorial concluded.

State Chairmen for N. E. Convention Set

BOSTON, Aug. 31.—State chairmen of the area attendance committee for the regional convention of Independent Exhibitors, Inc., of New England, to be held Oct. 24-25 at Toy Town Tavern, Winchendon, Mass., have been appointed. They are:

From Massachusetts: Roy Burroughs, Belmont; Edward Redstone and Ray Feeley, Boston; Edwin Fideli, Worcester; from New Hampshire: Henry Gaudet, Weirs; Ambrose McLaughlin, Littleton; Beryl Aldrich, Lisbon; Marie Bruno, Manchester; from Maine: Frank LePage, Millinocket; Roy Hammell, Winthrop; from Vermont: Andrew Tegu, St. Johnsbury; Edwin Morgan, Rutland; James Fountain, Woodstock; from Rhode Island: Melvin Safner, Woonsocket; Ted Rosenblatt, Centerdale; Meyer Stanzler, Providence.

. . . NEWS ROUNDUP

Plan Poll in Cleveland

Cleveland motion picture exhibitors will meet Sept. 12 in the Film Building to map plans for the handling of the Audience Awards poll in that area. Distributor chairman Dan Rosenthal will conduct the meeting, at which it is also expected that an exhibitor chairman will be named to succeed Horace Adams, who resigned. Audience Awards publicity will be handled by Ted Barker, Loew's Theatres publicity director, and Jack Silverthorne, Hippodrome manager and chief barker of the Variety Club.

■

Adopts Curfew Law

A curfew law for children under 17 years of age has been adopted by Pine Lawn in St. Louis County. The law bars juveniles from the streets and public places after 10:55 P.M. Sundays through Thursdays and after 11:55 on Fridays and Saturdays. Fines from $5 to $100 are provided for violations.

■

Fly to Pittsburgh Cinerama

Two dozen patrons flew to Pittsburgh in a special chartered Lake Central plane from Dover, Ohio, to see "Cinerama Holiday" at the Warner Theatre. Groups have come from other points to see the show, but this is the first to have flown.

■

Second Drive-in for Milford

A request for a zone change has been granted to Joseph Durwin of Milford, Conn., permitting construction of a drive-in theatre. The 800-car-capacity project will be the second drive-in for Milford, the first being the Milford Drive-In operated there for some years by the E. M. Loew circuit.

■

Drive-In Marks Birthday

The East Side Drive-In, a Phil Smith circuit unit in Cleveland, and the first modern outdoor theatre built in that area, is celebrating its 18th anniversary with special events nightly, free gifts for children and added attractions for adults.



Perspecta

(*Continued from page 1*)

the European market has the largest number of Perspecta sound installations, with the Far East and Latin American markets following.



George Muchnic

"Italian exhibitors, over 650 of them, have installed Perspecta sound equipment and are the biggest boosters in Europe for the system," Muchnic said, disclosing that more than 100 theatres in France also are equipped to present films with Perspecta optical sound tracks.

Japan Leads in Far East

In the Far East, Japan is the biggest user of Perspecta sound with over 200 theatres equipped, Muchnic said. Commenting on the Latin American market, the Loew's International executive said that import restrictions have hampered the installation of Perspecta equipment in a number of territories. He, however, said that at present Perspecta sound equipment is installed in 78 theatres in Mexico, 50 in Brazil, 30 in Colombia, 21 in Panama and six in Peru.

'Cinerama Holiday' Boston Premiere Aids Flood Relief

Special to THE DAILY

BOSTON, Aug. 31.—The proceeds of the "gala" opening night performance of "Cinerama Holiday" at the Boston Theatre last night were given over to the Red Cross disaster flood relief by the New England Council, which had taken over the theatre for its kick-off performance. Ex-Governor Hugh Gregg of New Hampshire, who is president of the Council, was the toastmaster at the dinner at the Hotel Statler preceding the showing.

Sam Rosen the Host

Samuel Rosen, executive vice-president of Stanley Warner Corp., greeted about 100 guests at the dinner and was the recipient of a Paul Revere bowl from the Council. Bowls were also presented to Louis de Rochemont, producer of the film, and to Si Fabian in absentia as he was unable to attend.

Head table guests were Harry Goldberg, Lester B. Isaac, John and Betty Marsh, who are featured in the film, Governor Lane Dwinnell of New Hampshire, Lt. Gov. Sumner Whittier, representing Governor Herter of Massachusetts; Harry Kalmine, Arthur Rosen and representatives of the governors of Maine and Vermont. TV and radio recordings were made.



✳ EVERYBODY AND HIS UNCLE wants to see MY SISTER EILEEN, a Columbia picture, starring Janet Leigh, Jack Lemmon and Betty Garrett. The freshest, funniest Technicolor musical that ever went singing across the Cinemascope screen!

Italy Permits

(*Continued from page 1*)

sible, faced with the opening this month of the film season in Italy, the top foreign market for American films following that of Great Britain.

Under the Italo-American film agreement, a total of 225 permits are to be allocated up among the 10 American film companies for the Sept. 1955-56 year. Involved are 190 permits for the eight companies of the Motion Picture Association of America with offices in Italy and 35 permits allocated to United Artists and Allied Artists.

Universal in Plea

According to a participant in the Motion Picture Export Association discussions, Universal wants to increase its allocation of permits from 22, with an option on two others, to 24, with an option on two. The options, it was explained, are exercised when one of the member film companies finds that it has extra permits at the end of the year.

Universal was said to argue that the allocation should no longer remain fixed, contending that the fortunes of various film companies have altered over the years, with some companies growing, increasing the number and quality of their productions. This altered situation should be recognized in the allocations, Universal was said to argue.

'Jungle' Protest

(*Continued from page 1*)

tact with the foreign film festivals.

According to one State Department official, department experts were puzzled as to just how Mrs. Luce had authority or managed to get the film withdrawn. He said it was the department's understanding that "Blackboard Jungle" had not been submitted by the Motion Picture Association as an American entry, but rather had been requested as an entry directly by the directors of the festival, a highly unusual procedure.

Under those circumstances, he said, it wasn't clear to the department how Mrs. Luce had the film withdrawn. He emphasized that the department has not yet had any official report from Rome or Venice.

It may be several days before Loew gets any answer from the department, this official added.

Laud Rank

(*Continued from page 1*)

London "Financial Times" remarked particularly on Odeon's ability to make profits from film production. It viewed this ability as especially important in a year in which commercial television will begin operation here.

The "Daily Mail" talks of "Rank's greatest serial—'The Road Back to Prosperity'—." The "Daily Express," customarily unfriendly to the film industry, called the Rank reports "champagne news to Odeon shareholders. This truly is an all-star performance."

Five Films in Race

Laurel Awar Winner to B Named Sunda

The Golden Laurel Award, sented annually by David O. Selz to encourage international un standing and humanitarian motive the film industry throughout world, will be bestowed this Su at the Ninth International Edinbu Film Festival in Scotland.

The Golden Laurel Award wil presented to one of the follo five contenders: "Barefoot Batall (Greece), "Gate of Hell" (Jap "The Little Kidnappers" (Brit "Mr. Hulot's Holiday" (France), "Ugetsu" (Japan).

The Golden Laurel Jury, which select the final winning film, is c prised of: Ellis Arnall, Dr. Ralp Bunche, Gardner Cowles, Otto bach. Rene d'Harnoncourt, Franklin D. Roosevelt, Herbert ard Swope and James P. Warb

Nine from Fox

(*Continued from page 1*)

Lana Turner, Richard Burton Michael Rennie.

"The Tall Men," produced by liam Bacher and directed by Ho Hawks, will book in the same pl pattern as "The Robe."

September releases are "The Hand of God" and "Seven Citie Gold."

October releases are "The Gi the Red Velvet Swing" and "L Boy," a standard dimension rel in black and white photography.

November releases are "The V From Pompey's Head, "The L Blue Sea" and "Good Morning, Dove."

December will see the releas "The Rains of Ranchipur.'

UA Miami Meet

(*Continued from page 1*)

the coming year, will be attende UA officials from Argentina, B Chile, Colombia, Cuba, Mexico, ama, Peru, Puerto Rico, Trini Uruguay and Venezuela.

The Miami conclave is the t in United Artists' world-wide seri foreign sales conventions. Earlier sions, presided over by Picker, v held in London in May and T last July.

Bartlett Wants Re Accounting on 'Le

Producer Hall Bartlett yeste filed a $400,000 suit against Repu Pictures, charging that the distr tors did not give a full accoun on Bartlett's "Crazy Legs." The tion charges that the account made were "inaccurate and fa and that Republic handled the pic as a secondary production.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 45 NEW YORK, U. S. A., FRIDAY, SEPTEMBER 2, 1955 TEN CENTS

...0% Deal

...A Theatres ...cquires All ...owley Stock

...ATC Formerly Owned ...% of Family Shares

...ll of the Class "A" stock of ...ley United Theatres, Inc., has b... acquired by the United Artists ...atre Circuit, Inc., it was an...nced yester...d by George ...F. Skouras, ...UTC presi...dit. Rowley ...ited Thea...tr, Inc., owns a... operates a ...tain of ap...imately 150 ...atres and ...ve-ins in ...as, Oklaho... and Arkan...



George P. Skouras

...he acquisi... of this stock was made from ...nbers of the Rowley family. ...ough this transaction, UATC now

(*Continued on page 4*)

...) File Rebuttal ...s. Toll TV Friday

...Work on the rebuttal brief oppos... toll TV is virtually completed and ... be filed next Friday with the ...eral Communications Commission, ...as disclosed here yesterday by a ...esman for the Organizations for ... TV.

...he brief was prepared by the re...ed Washington firm of Cohn and ...ks with the cooperation of Dallas

(*Continued on page 4*)

...evokes Permit for ...enn. TV Station

From THE DAILY Bureau

Television Today..

WASHINGTON, Sept. 1.—The Federal Communications Commission has for the first time revoked a television construction permit.

The permit was issued in January, 1954, to Leonard J. Shafitz for a station at Sharon, Pa. The commission

(*Continued on page 4*)

Film Cash Dividends Up Almost 25%

From THE DAILY Bureau

WASHINGTON, Sept. 1. — Motion picture companies issuing public reports had eash dividend payments of $16,787,000 during the first seven months of the year, almost 25 per eent ahead of the $13,575,000 reported for the like 1954 period, the Commeree Department declared.

Commerce said that July payments were $1,660,000, compared with $1,834,000 in July, 1954. National Theatres paid in July, 1954, a $554,000 dividend, paid in other months this year. Were it not for this faet, July, 1955, dividends would have been ahead of 1954, it was pointed out.

N. E. Allied Meet to Cover Atlantic Coast

Special to THE DAILY

BOSTON, Sept. 1.—Convention of Independent Exhibitors of New England, seheduled for Oct. 24-25, is being expanded to take on the effect of an Atlantic Coast regional conclave. The sessions will be held at Toy Tavern, Winchendon, Mass.

Elmer Nolte, Jr., president of Allied Motion Picture Theatre Owners of Maryland, has appointed Leon Back and Meyer Leventhal to serve as attendance committee chairmen for the Maryland unit's representation at the New England meetings. Sid Stern, president of Allied Theatre Owners of New Jersey, has appointed Wilbur Snaper, Irving Dollinger and himself as attendance chairmen from their area.

First Move of New Management

Selznick to Produce For New RKO Radio

RKO Financing for Unspecified Number Of Films; Selznick Reissues in Deal

Negotiations have been concluded for the production by David O. Selznick of an unspecified number of top quality productions for RKO Radio Pictures, Daniel T. O'Shea, RKO Radio president, announced yesterday.



David O. Selznick

Simultaneously with the RKO announcement, Selznick confirmed the termination of long-pending negotiations between his organization, The Selznick Co., Inc., and Metro-Goldwyn-Mayer.

The new, long term deal is the first for the restoration of a major supply of product for RKO Radio since the company was purchased from Howard Hughes by Gen-

(*Continued on page 4*)

Allow Week's Delay In Settlement Move In Terre Haute Suit

From THE DAILY Bureau

WASHINGTON, Sept. 1.—Federal District Court in Indianapolis has postponed from today until next Friday, Sept. 9, the deadline for parties to submit a settlement in the government's Terre Haute anti-trust ease, Justice Department officials reported.

Further proceedings in the case are

(*Continued on page 4*)

97 Short Subjects, 4 Serials from Col.

Columbia Pictures plans to release four serials and 97 short subjects in the 1955-56 season, it was announced yesterday by Maurice Grad, short subjects sales manager.

The serial program will consist of

(*Continued on page 4*)

Asks Rome Embassy For 'Jungle' Data

From THE DAILY Bureau

WASHINGTON, Sept. 1. — The State Department has asked the U. S. Embassy in Rome for an immediate, detailed report on the circumstances surrounding the withdrawal of the film, "Blackboard Jungle," from the Venice Film Festival.

The department yesterday received a protest from producer Arthur Loew,

(*Continued on page 4*)

5 Circuits to Order 25 Million Ballots

From THE DAILY Bureau

Private estimates submitted to COMPO by the five national theatre circuits indicate that they will require 25,000,000 ballots for their patrons in the Audience Awards election Nov. 17-27, it was revealed yesterday by COMPO.

The circuits are RKO Theatres,

(*Continued on page 4*)

Business and Pleasure

Diversified Agenda Prepared for TOA Convention Next Month

A diversified agenda, which will be highlighted by exhibition's pressing problems, is shaping up for the Oct. 6-9 annual meeting of the Theatre Owners of America which is scheduled for the Hotel Biltmore in Los Angeles.

The 1955 TOA conclave, seen as the most important since TOA's formation in 1947, will be kicked off by a stockholders meeting of Exhibitor Film Financial Group, Inc., on Oct. 4.

The EFFG stockholder's meet is the first since the TOA-sponsored investment organization, headed by Sam Pinanski, was formed following the 1954 convention of the exhibition group.

The TOA nominating committee and finance committee will also meet on Oct. 4.

On Oct. 5, the board of directors of TOA will meet to discuss the pressing industry problems, trade

(*Continued from page 2*)

PERSONAL MENTION

EARL I. SPONABLE, 20th Century-Fox research director, has returned to New York from the Coast.

•

RICHARD HORMEL, executive with the Schlesinger Organization, of South Africa, is scheduled to arrive here today from London via B.O.A.C. Royal Scot.

•

RICHARD M. KENNEDY, president of the Alabama Theatres Association, Birmingham, has returned there from Atlanta.

•

ED STEVENS, president of Stevens Pictures, Atlanta, has left there for a fishing trip in Florida.

•

IRVING LUDWIG, Buena Vista domestic sales manager, has left New York for St. Louis and Cincinnati.

•

BAILEY PRITCHARD, Allied Artists branch manager in Memphis, has returned there from Atlanta.

•

DENHOLM ELLIOTT, British actor, will arrive here today from London via B.O.A.C. Monarch.

Youngstein Returning

Max E. Youngstein, vice-president of United Artists, will return to New York tomorrow from Hollywood after headquartering at the company's West Coast offices for 10 weeks. During his stay there, Youngstein conferred with independent producers filming or preparing pictures for United Artists release.

ARC-Pathe Deal

American Releasing Corp. president James Nicholson, in New York for huddles with ARC Eastern exchange heads, announced yesterday that ARC had concluded negotiations with Pathe Laboratories, Inc., for processing release prints on all future ARC pictures, both in color and Superscope.

Murphy in Phila.

PHILADELPHIA, Sept. 1.—Climaxing a three-day "Audie Murphy, Welcome to Philadelphia celebration," Universal-International's "To Hell and Back" will have its premiere at the Mastbaum Theatre here tomorrow with Murphy receiving three citations on the stage of the theatre during his personal appearances.

No Paper Monday

MOTION PICTURE DAILY will not be published Monday, Sept. 5, Labor Day, a legal holiday.

TOA Convention Agenda

(*Continued from page 1*)

practices and film rentals. Walter Reade, Jr., chairman of the board, will prepare the agenda for the board meeting here on Wednesday. It is expected that he will also render a report to the TOA board in Los Angeles on the meetings which TOA and Allied States Association committees had with the heads of distribution last May and June. A convention committee buffet supper will elimax the day's activities.

On Oct. 6, the offieial opening of the convention, the morning's program will include the delivery of the keynotc address, a report on subscription television by Alfred Starr, co-chairman of Organizations for Free-TV, and a talk by Elmer C. Rhoden on the Council of Motion Picture Organizations Audience Awards.

Freeman to Speak

Y. Frank Freeman, vice-president of Paramount Pictures, will be one of the representatives of production at a producers' seminar which will be held during the afternoon. The producers will also entertain TOA convention registrants with a cocktail party and supper.

On Oct. 7, the entire morning will be devoted to the hearing of committee reports by the chairman of the 15 standing committees of TOA with a discussion by the membership to take place after each report is rendered.

The afternoon will be devoted to an advertising, promotion and showmanship seminar which will be conducted by two exhibition and two distribution representatives, all of whom will be named shortly. The evening entertainment will be highlighted by a party which Pepsi-Cola will host for the delegates at Disneyland.

On Oct. 8, the TOA board of directors and the executive committee of TOA will meet during the morning. Concurrently, a conventional theatre forum, conducted by R. M. Kennedy, will take place. Trade practices and film rentals, plus reports and observations on all aspects of "four wall theatre" operations will be discussed then.

Drive-in Forum Set

In the afternoon, a drive-in theatre forum will be conducted by Horace Denning and Michael Redstone. The problems of small theatre owners and a "speak your mind" session will climax the day. National Carbon will be host at a cocktail party during the early evening, preceding the "president's banquet" which will be sponsored by Coca-Cola at the Cocoanut Grove at the Ambassador Hotel. During the banquet, the new president of TOA will present the second "star of the year" award.

On Oct. 9, all loose ends of business will be wrapped up.

A trade show of film equipment, concessions, etc., will be conducted in conjunction with the TOA convention.

2 Houston Theatres To Offer TV Fight

HOUSTON, Sept. 1.—The Rocky Marciano-Archie Moore heavyweight title fight at Yankee Stadium in New York on Sept. 20 will be televised on closed-circuit theatre television at the Kirby Theatre in downtown Houston and at the King Center Twin Drive-In. The Kirby is accepting mail orders for reserved seats at $4 per head. The drive-in will be $3.25 per person, tax included, or $10 plus tax per car with any number in car.

The King plans exhibition bouts between members of Boys' Club and Youth Center of Houston, with possible competitive bouts with another boys' club, before the televised fight. From Sept. 15 through 19 the King drive-in will feature tumbling acts, bouts and boxing instruction in a ring from 5:30 to 6:30 P.M.

'Dolls' on Tour

The five Goldwyn "Dolls" from Samuel Goldwyn's production of "Guys and Dolls," on Monday will leave here for Philadelphia, the first city of a 30-city tour set up for appearances to publicize the picture, which will be distributed by M-G-M.

Wassell in New Post For Bell & Howell

CHICAGO, Sept. 1.—Appointment of James L. Wassell as coordinator of the professional equipment and instrument division of Bell & Howell Co. has been announced by George L. Oakley, manager of the division. Wassell had been with Ansco since 1944.

Michele Mastandrea, 70

CLEVELAND, Sept. 1.—Michele Mastandrea, 70, who owned and operated the Mayfield Theatre on Mayfield Road for the past 33 years, died in Lakeside Hospital of a heart attack. Funeral services were held yesterday. Mastandrea was a pioneer member of the Cleveland Motion Picture Exhibitors Association.

Margaret O'Brien Here

Margaret O'Brien, who is here for advance publicity on behalf of the RKO Radio release of David Butler's "Glory," in which she makes her first grown-up appearance on the screen, will meet trade press representatives at a luncheon at Sardi's today, at which RKO Radio will be host.

Election Ordered fo ABC Service Crews By the NLRB

From THE DAILY Bureau

Television Today..

WASHINGTON, Se 1.—The National La Relations Board has dered a representation election wit 30 days among certain film serv workers of the American Broadcast Co. division of American Broadc ing-Paramount Theatres.

The election will be between International Alliance of Theatri Stage Employes and the National sociation of Broadcast Employes. T NLRB order for an election is a tory for IATSE, since NABET arg that the employes affected were p of a larger unit already represen by NABET.

The employes affected are ma editors, program editors, assist editors, film traffic controllers, p inspectors and film handlers ABC's film service division in N York City. The board unanimou found that the history of bargain for these employes has been on basis of these workers comprisin separate, appropriate unit, and t therefore, an election should be h among these workers.

British Circuit Shows Higher Net

From THE DAILY Bureau

LONDON, Sept. 1. — The issued accounts of the Shipman King circuit for the past fiscal y shows profits before taxation, £137,049 ($383,737) compared v £135,598, but with other adj ments the disposable amount to £150,956. The dividend on the o naries eontinues at 5 per cent, an additional capital dividend of shillings per cent out of the ca surplus account, and represen surpluses on sales of properties, been declared. £25,000 is carried general reserve.

Wilkinson Here

John W. Wilkinson, "Cham Manager of the Year" of the A ciated British Cinemas, Ltd., and Wilkinson, flew in on B.O.A.C. f London yesterday for a two-w vacation in the U. S. His host will be the Stanley Warner Cor

NEW YORK THEATR

RADIO CITY MUSIC HALL
Rockefeller Center
"MISTER ROBERTS"
in CinemaScope and WarnerColor starring
Henry FONDA • James CAGNE
William POWELL • Jack LEMMO
A WARNER BROS. PICTURE
and SPECTACULAR STAGE PRESENTATI

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. F Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7- Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. M Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone C 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond L Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a ye a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as sec class matter Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies,

THESE GUYS KNOW WHAT GETS THE DOLLARS!

(These exhibitors came to the Coast to see a rough cut of Samuel Goldwyn's greatest attraction "Guys And Dolls.")

DAVE WALLERSTEIN, ***Balaban & Katz***
"A tender and moving love story so well portrayed by Marlon Brando and Jean Simmons makes this more than an outstanding musical, it gives it universal human appeal. Congratulations to all for a wonderful picture."

EDDIE ZABEL, ***National Theatres***
"It's a helluva good picture. It will make a lot of money. I enjoyed it very much."

SOL A. SCHWARTZ, ***RKO Theatres***
"It was well worth going 3000 miles to see 'GUYS AND DOLLS.' Brando sensational, Sinatra terrific and wait until you see Jean Simmons and Vivian Blaine. There is only one Sam Goldwyn and he has done it again."

EDDIE SILVERMAN, ***Essaness Theatres***
"The industry is indeed fortunate that it can look forward to the greatest musical ever made, 'GUYS AND DOLLS.' It doesn't seem possible that Sam Goldwyn will ever reach greater heights."

CHARLES MOSS, ***Moss Enterprises***
"One of the greatest pieces of entertainment I have ever seen. The offbeat casting resulting in superb performances demonstrates the terrific vision and genius of Mr. Samuel Goldwyn."

JERRY ZIGMOND, ***Paramount Theatres***
"An exceptional picture. It will rank as one of the major entertainment attractions for a long, long time to come."



Samuel Goldwyn's "GUYS AND DOLLS" starring MARLON BRANDO • JEAN SIMMONS FRANK SINATRA • VIVIAN BLAINE • with Robert Keith • Stubby Kaye • B. S. Pully Johnny Silver • and The Goldwyn Girls • Written for the Screen and Directed by Joseph L. Mankiewicz Music and Lyrics by Frank Loesser • Choreography by Michael Kidd • In CinemaScope • Photographed in Eastman Color • Distributed by M-G-M

PEOPLE

Dore Langdon, who recently joined UPA's story department, will do a story treatment for UPA's first animated feature film, **James Thurber's** "The White Deer."

¤

Charlton Heston, who is making personal appearances on behalf of "The Private War of Major Benson," tells of a "honking" ovation at the Badger Drive-In Theatre, Madison, Wisc. Following his appearance and interview on the roof of the projection house, patrons enthusiastically applauded his appearance through sounding their car horns.

¤

Robert C. Sprague, Jr., director of employe relations for the Sprague Electric Co., North Adams, Mass., has been reappointed chairman of the executive committee of the industrial relations department of the Radio-Electronics - Television Manufacturers Association.

¤

Augie J. Schmitt, of the Houston Popcorn Co., has been named chairman of the "Popcorn Man of the Year Award" committee of the International Popcorn Association. The annual award will be given to one of the industry's outstanding leaders at the 1955 convention, Nov. 6-9, in Chicago, at the Morrison Hotel.

5 Circuits to Order

(*Continued from page* 1)

Paramount Theatres, National Theatres, Loew's and Stanley Warner Theatres.

COMPO and National Screen, which will distribute the ballots, are canvassing other theatres in an attempt to arrive at an over-all estimate for the number of patrons' ballots that will be needed nationally.

Fabian Mgrs. Meet Schlenger in Albany

ALBANY, Sept. 1.—Elias Schlenger, new division manager for Fabian Theatres, was introduced to house managers from Albany, Schenectady, Troy and Cohoes at a luncheon following his arrival here. L. R. Golding, home office executive and one-time local division manager, presented Schlenger, who succeeded Saul J. Ullman. Golding emphasized that Ullman was still a member of the Fabian organization; that he had taken a leave of absence to recuperate.

Schlenger was born at Westfield, N. J. in 1913 and was graduated from New York University in 1935. He started with Fabian as publicity director at the Fox Theatre in Brooklyn. During World War II, Schlenger served with the Army for four years, in North Africa, Italy and France. He reached the rank of major.

Selznick to Produce for RKO Radio

(*Continued from page* 1)

eral Tire & Rubber Co. six weeks ago.

It includes not only new productions from Selznick, which RKO Radio will finance, but also reissue rights to many of Selznick's outstanding productions of other years, including many made when he was executive vice-president of RKO Radio in charge of production in the early 1930s.

The association also is likely to be the first in which the extensive television and radio merchandising facilities of General Teleradio, subsidiary of General Tire & Rubber, will be available for the launching of Selznick pictures.

Production Early Next Winter

Production under the arrangement is scheduled to get under way early next winter at the RKO Pathe studio in Culver City, which will again be known as the Selznick Studio. Selznick will act as either the personal producer or the executive producer of the pictures to be made under the agreement. It calls for Selznick's company to produce exclusively for RKO distribution.

Associated with the Selznick executives in the RKO negotiations with Thomas F. O'Neil, RKO Radio board chairman, and O'Shea, was A. Morgan Maree, Hollywood agent.

The announcement disclosed that the Selznick Studio will assemble its own production staff and operate in much the same manner as it did before its retirement from the production field. The principle executives of the Selznick Company are Frank I. Davis, president; Victor J. Hoare, vice-president for distribution, and Earl R. Beaman, treasurer. The Selznick Company will continue to maintain its offices outside of Hollywood, including those in London and New York.

Among the pictures which RKO will reissue immediately in this country are "Rebecca," "The Adventures of Tom Sawyer," "The Third Man" and, as a double bill, a pair of Gregory Peck pictures, "Spellbound" and "The Paradine Case."

These films will be launched with saturation television and advertising campaigns in the conviction that they will achieve results comparable with those of the reissues of three other Selznick productions, "Gone with the Wind," "Duel in the Sun" and "King Kong."

As part of his production plans for the rebirth of the Selznick Studio, Selznick stated that he expects again to introduce and develop a group of new star personalities, in the same manner as prior to his retirement.

Long Linked With O'Shea

RKO's new management is headed by two Selznick alumni. Its new president, O'Shea, started in Hollywood as a young lawyer on Selznick's staff when the latter was executive vice-president in charge of production for RKO, almost 25 years ago. After a separation of four years, during which Selznick served as vice-president in charge of his own unit at M-G-M the two were reunited upon the formation of Selznick-International Pictures, of which O'Shea was general counsel and subsequently vice-president and then president of the new Selznick producing unit, Vanguard Films.

Charles L. Glett, executive vice-president of RKO, was general manager of the Selznick Studio under Selznick and O'Shea. Glett was formerly head of General Service Studios and until recently general manager of CBS's Television City in Hollywood.

For International Cooperation

Since Selznick's retirement from production seven years ago, the Selznick Company has devoted its activities, through the Selznick Releasing Organization, to the continuing world-wide exploitation of his large catalogue of films. Also, during this period, Selznick traveled abroad extensively, familiarizing himself with foreign production and distribution methods and inaugurating the idea of co-production between American and European interests, commencing his co-production with Sir Alexander Korda of Carol Reed's "The Third Man."

The announcement pointed out that it has been rumored on several occasions "that the Selznick trade mark was again to appear on the screen on new pictures, but Selznick stated repeatedly he and his company would not return to produce until and unless he could be satisfied that industry conditions and the right affiliations made it possible for him to produce independent films of importance ranking with those his companies had made previously."

Wide Versatility

"Selznick has been a pioneer in revolutionary techniques of production and methods of distribution and was always the industry's most extensive advertiser and merchandiser," the announcement concluded.

Terre Haute Suit

(*Continued from page* 1)

now set for that date in Indianapolis, with trial scheduled to start if an agreement has not been worked out. Indications still are, however, that an agreement will be reached to settle the case, with the delay made necessary only because of the personal situation of one of the key attorneys in the case.

Ask Rome Embassy

(*Continued from page* 1)

who charged that Ambassador Clare Booth Luce had brought about the withdrawal of the film. The department specifically asked the Embassy to report on Mrs. Luce's role in the affair, or on any other government intervention.

Revokes Permit

(*Continued from page* 1)

last October called upon Shafitz to provide additional financial information. The FCC said he failed to respond but later he returned the permit.

The commission, however, went ahead and revoked the permit. The station never was on the air.

97 Short Subjects

(*Continued from page* 1)

"Perils of the Wilderness" and "Blazing the Overland Trail" and two reprints of "The Sea Hound" and "The Monster and the Ape."

There will be 27 two-reelers on the Columbia schedule, including a special Musical Travelark featurette, "Wonders of Manhattan."

Additional two-reelers will include eight starring the Three Stooges and six All Star comedies. Twelve reprint two-reel comedies will be released under the Assorted Favorites and Comedy Favorites banners.

Of the 13 Technicolor cartoons due from United Productions of America, nine will be in CinemaScope.

To File Rebuttal

(*Continued from page* 1)

Smythe, an authority in the field of communications, and Hogan Laboratories, which examined the technical aspects of the question. The brief, in addition to exploring the alleged pitfalls of the various proposed toll TV systems, also will examine the reported technical shortcomings of subscription TV in general, it was stated.

The Organizations for Free TV, in the meantime, is continuing its campaign to reach the public through the air and via newspaper articles and items in magazines.

UA Theatres

(*Continued from page* 1)

owns 100 per cent of all of the common stock of the Rowley United Theatres. Previous to this consolidation UATC owned 50 per cent of the stock. Members of the Rowley family, in selling their stock to UAT received consideration in the form of UATC common stock.

Skouras, in announcing the conclusion of this transaction, asserted that there would be no management changes in the operation of the Rowley circuit. Edward H. Rowley becomes chairman of the board of the Rowley circuit, and his son, John H. Rowley, was elected president of the corporation.

Skouras explained that "through this stock acquisition, we have taken a major step in the overall plan to simplify and solidify the corporate structure of the United Artists Theatre Circuit Inc., for the purpose of effecting economics, unity and efficiency of operation."

TESS of the West...

without leaving the studio!

Simple . . . easy . . . and fast—nowadays! Either use location shots as rear projections . . . or combine background and studio-made master-positives in the laboratory . . . or make *glass shots.*

In other words, motion pictures—today—often cover the world *without leaving the studio.*

To help solve problems concerning the selection and use of black-and-white or color film, Kodak maintains the Eastman Technical Service for Motion Pictures—offices in strategic centers—inquiries invited.



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East Coast Division
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New York 17, N. Y.

West Coast Division
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That "Mountain of a Man"— is bringing in a Mountain of Money!!

BURT LANCASTER as **"THE KENTUCKIAN"** in **CinemaScope** · Print by **TECHNICOLOR**

Also starring DIANNE FOSTER · DIANA LYNN · With JOHN McINTIRE · UNA MERKEL · JOHN CARRADINE · JOHN LITEL and introducing WALTER MATTHAU and DONALD MacDONALD

Screenplay by A. B. GUTHRIE, JR. · Based upon the novel "The Gabriel Horn" by Felix Holt · Directed by BURT LANCASTER · Produced by HAROLD HECHT

thru UA

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 46 NEW YORK, U. S. A., TUESDAY, SEPTEMBER 6, 1955 TEN CENTS

EDITORIAL

RKO Radio and the Selznick Co. Deal

By Sherwin Kane

THE first move of the new Daniel T. O'Shea - Thomas F. O'Neil management in acquiring the production services of David O. Selznick for RKO Radio Pictures last week is being enthusiastically applauded throughout the industry. Its significance, far from going unnoticed, is being remarked upon in film offices from New York to Hollywood.

Above all, it means that RKO Radio is headed back into production of major theatrical films. Until Selznick, one of the industry's great producers, can complete preparations and get rolling, there will be available to the RKO Radio sales force, and exhibitors in need of product, a selection of some of Selznick's top box office productions for reissue.

•

The Selznick move activates the policy proclaimed for RKO by O'Neil after he acquired the company from Hughes in July.

It would be, O'Neil said then, a policy of making top theatrical films for exhibitors. He admitted his first interest in the company was its huge film library but, he said, after greater familiarity with the company and the industry, he saw no reason why RKO Radio could not be operated as a theatrical film supplier as profitably as are other production-distribution companies.

The Selznick deal is impressive evidence of the course charted for RKO Radio by its new management. No better start could be made.

• •

THE continuing fiscal improvement of the J. Arthur Rank companies, reported in detail by this paper last week, are a source of gratification to the industry on this side of the Atlantic just as they are in London.

The strength of a motion picture outfit such as Odeon, is a measure of the strength of the industry

(*Continued on page* 2)

Television Today

IN THIS ISSUE **PAGE 7**

- **Kefauver Committee six-point television report analyzed by Martin Quigley, Jr. for long range effects on television industry.**
- **Passing in Review—The week's highlights in network programing.**
- **Names Making News in Television Today.**

Answers McGee's Claims for TOA

Rembusch Says U.S. Exhibitors, Not Individual, Won Tax Fight

Special to THE DAILY

FRANKLIN, IND., Sept. 5.—No one individual, but the entire body of American exhibitors won the Federal admissions tax fight, Trueman T. Rembusch, former member of the Council of Motion Picture Organizations triumvirate and former president of Allied States, said in a weekend statement replying to Pat McGee of Denver.

McGee contended last week that through the intercession of Sen. Robert Kerr of Oklahoma he had been able to achieve the successful compromise which exempted tickets of 50 cents and under from the admissions tax and reduced the levy from 20 per cent to 10 per cent on prices over 50 cents. McGee was co-chairman with H. A. Cole of Dallas of the Compo tax campaign committee. McGee held that as a vice-president

(*Continued on page* 11)

Plitt to Head Para. Gulf

Special to THE DAILY

NEW ORLEANS, Sept. 5.—Henry G. Plitt, vice-president of Paramount Gulf Theatres, Inc., will become president and general manager of the company effective on Jan. 1. The announcement was made at the weekend by Gaston J. Dureau, Jr., whom Plitt will succeed. Dureau will be retained by the company in a consulting and advisory capacity. Paramount Gulf Theatres, with its home office here, operates theatres in 26 cities in Florida, Alabama, Mississippi, Texas

(*Continued on page* 11)

No Luce 'Censoring,' State Dept. Reports

From THE DAILY Bureau

WASHINGTON, Sept. 5. — Clare Booth Luce, U. S. Ambassador to Italy, did not demand that "The Blackboard Jungle" be withdrawn at the Venice Film Festival, but merely expressed a disinclination to attend if the film was entered, it was disclosed

(*Continued on page* 3)

Preminger Urges Flexible Code

Independent producers should have a voice in the administration of the Production Code as the future of the industry lies "more and more" with films being made outside the major studios, Otto Preminger declared at a weekend trade press conference here.

Preminger, who has scheduled a program of four films and one legitimate play to be made by 1957, said that "representatives of major and independent production should sit together so that a more democratic

(*Continued on page* 2)

Martin's Reply

TOAReaffirms Stand Against Going to Gov't

To Continue Negotiation Of Exhibition Problems

A re-affirmation of Theatre Owners of America's policy not to join with Allied States Association in seeking governmental regulation for the industry was voiced by E. D. Martin, TOA president, who declared in Columbus, Ga., that his national group would continue to seek solutions to exhibition problems through negotiations with distribution.

In a statement released here at the weekend by TOA headquarters, Martin stated: "TOA's policy has not

(*Continued on page* 3)

Court Grants to NT Approval to Acquire Seven Utah Theatres

By MURRAY HOROWITZ

National Theatres, agreeing to two government stipulations, was granted its petition to acquire a group of seven Utah theatres, operated by Joseph Lawrence, in Federal District Court here.

The petition, signed on Friday by

(*Continued on page* 2)

No Exhibitors Show At N. T. Hearing

No exhibitors put in an appearance at the Federal Court hearing here last Friday on National Theatres' acquisition of seven Utah Theatres. It was the second hearing since Allied States asked—and the Justice Dep't agreed — that notices of such hearings be publicized in time for interested exhibitors to appear and be heard.

At the first such hearing after Allied's intercession, a representative of Wometco circuit, headed by former Theatre Owners of America president Mitchell Wolfson, appeared in unsuccessful opposition to the acquisition of a Coral Gables theatre by Loew's.

PERSONAL MENTION

JOSEPH H. MOSKOWITZ, 20th Century-Fox vice-president, will return to New York today from the Coast.

•

BERNARD LAPP, assistant manager of the Paramount Theatre here, is the father of a son born last week to MRS. LAFF at the Dr. Leff Hospital, Bronx.

•

HOWARD STRICKLING, M-G-M studio publicity head, will return to Hollywood today following a vacation in Canada and New York.

•

PAUL L. PEASE, treasurer and a director of Walt Disney Productions, returned to New York from London late last week via B.O.A.C. Monarch.

•

HAL WALLIS returned to New York from Europe on Friday aboard the "Liberte."

•

DAN S. TERRELL, M-G-M publicity manager, will return to New York today from a vacation in the South.

Showmanship Chief NT Convention Topic

LOS ANGELES, Sept. 5. — With emphasis on exploitation, promotion and research spotlighting the agenda, a three-day convention of National Theatres, Inc., presided over by Elmer C. Rhoden, president, will get under way next Monday at the Broadmoor Hotel in Colorado Springs, Colo.

The seven divisions will be represented with more than 100 of the circuit's presidents, film buyers, bookers, district managers, legal, real estate, advertising-publicity, public relations, insurance, merchandising, labor relations, treasurers and purchasing-maintenance department heads in attendance from the 20 states served by National Theatres.

RCA Dividends on Common, Preferred

A quarterly dividend of 25 cents per share on the common stock of the Radio Corp. of America, payable on Oct. 24, to holders of record on Sept. 16, was announced by David Sarnoff, chairman of the board, following a regular meeting of the board of directors.

At the same meeting, a dividend of 87½ cents per share was declared on the first preferred stock for the period Oct. 1, to Dec. 31, payable on Jan. 3, to the holders of record of such stock on Dec. 12.

Editorial

(*Continued from page* 1)

itself, for the industry today draws its strength from all the world markets. A setback in any of them is cause for industry concern, just as an achievement such as that recorded by the Rank Organization is more than sufficient reason for industry-wide congratulations.

May Odeon's progress then continue to be as substantial in the future as it has been in the past several years.

Preminger

(*Continued from page* 1)

interpretation of the Production Code could be made on a picture-by-picture basis."

Preminger said that he is in favor of the British style of labeling films "For Adults Only," or "For General Approval." He said that in "labeling" a film, he would add a line that "this film is for adults only because it deals with sex, narcotics, or some other controversial theme."

He said his shooting script on "Golden Arm," which is being financed by United Artists and will be distributed by UA, was not approved by the Production Code Administration because Harry J. Anslinger, Federal Commissioner of Narcotics, has strenuously objected to films concerned with narcotics.

(The Production Code states, under Crimes Against the Law: "Neither the illegal drug traffic nor drug addiction must ever be presented." The original text read: "Illegal drug traffic must never be prescnted." An amendment adopted by resolution of MPA board of directors on Sept. 11, 1946 read: "The illegal drug traffic must not be portrayed in such a way as to stimulate curiosity concerning the use of, or traffic in, such drugs; nor shall scenes be approved which show the use of illegal drugs, or their effects, in detail." Return to the original was voted by the MPA board on March 27, 1951. — Ed.)

Upon completion of "The Man with the Golden Arm," Preminger said that UA will submit the film to the MPA board of directors, and, if it is not approved, under his contract with UA, the latter can refuse to distribute it.

"If that happens, it is possible that I may set up my own organization to release the picture on a first-come, first-served basis to all theatres at one price," Preminger said.

Loew Dividend

Directors of Loew's, Inc., have declared a dividend on the common stock of 25 cents per share, payable on Sept. 30 to stockholders of record on Sept. 13.

Music Hall Retains 'Roberts' 9 Weeks

"Mister Roberts" will be continued for a ninth week at Radio City Music Hall, marking the longest run of a film at the Radio City Music Hall since March, 1952.

The eighth week, inclusive of Labor Day weekend grosses, is expected to hit a big $155,000, bringing the total gross for the picture to $1,276,000 for the eight-week run ending tomorrow night. In March, 1952, "The Greatest Show on Earth" tied the all-time house record with an 11-week run.

Court Grants N.T.

(*Continued from page* 1)

Federal District Court Judge Noonan, contained two provisions inserted by the Department of Justice. Both provisions conditioned the acquisition of the seven theatres in and around Salt Lake City.

The NT hearing was the second such hearing last week of a divorced circuit petitioning the Federal District Court to approve new theatre acquisitions.

Will Dispose of Rialto

Under the terms of one of the conditions, NT agreed to divest itself within a period of six years of the Rialto, one of the two downtown first-run Salt Lake City situations acquired from Lawrence. Department of Justice attorney Maurice Silverman explained that of the seven downtown Salt Lake City first-run situations, three are operated by Intermountain Theatres, an affiliate of American Broadcasting-Paramount Theatres, one owned by an independent, and the Rialto and Uptown, by the Lawrence interests, both of which will now go to NT.

The required divestiture of the Rialto, Silverman contended, will give another independent an opportunity to enter the first-run competitive situation in downtown Salt Lake City. The six-year period, it was explained, covers the term and the option period of the Rialto lease.

Product Limitation Set

The other conditioning clause puts a 60 per cent product limitation over a three-year period on the Southeast, one of the seven theatres acquired. Under the stipulation, the condition will be in effect if the neighboring World Theatre, in the Sugarhouse section of Salt Lake City, continues its so-called "art" policy, and if no new theatres open in the area.

The other four theatres acquired by NT are the Oak Hills Drive-in, the Villa, the Murray, in Murray, and the Academy, in Provo.

Earlier last week, the Federal District Court granted Loew's Theatres an application to lease a Coral Gables, Fla., theatre.

Gen. Sarnoff Reveal RCA Is Considering Additional Financing

The advisability of increasing th financial resources of the Radio Cor of America was discussed at the re ular meeting of the board of dire tors, it was announced by Davi Sarnoff, chairman of the board.

"The history of the corporation growth, particularly over the past years, the many new developmen in the corporation's present field activities, and RCA's expanding bus ness in electronics in the military ar civilian fields, require the consider tion of raising additional capital said General Sarnoff.

"The issuance of $100,000,000 subordinated convertible debentur in anticipation of these future nee was discussed, he added.

Murphy at Capitol

Audie Murphy, star of "To He and Back," next attraction at t Capitol Theatre, will make a person appearance at the Recruiting Boo in Times Square today at 2:30 P.M

NEW YORK THEATRE
RADIO CITY MUSIC HALL
Rockefeller Center
"MISTER ROBERTS"
in CinemaScope and WarnerColor starring
Henry FONDA • James CAGNEY
William POWELL • Jack LEMMON
A WARNER BROS. PICTURE
and SPECTACULAR STAGE PRESENTATIO

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irsch Is Critical of llied's Detractors; ugs Convention

Special to THE DAILY

CHICAGO, Sept. 5.—Special equip- nt and concession forums, led by erts in both fields, will occupy minent spots on the Allied States ociation convention agenda, ac- ling to Jack Kirsch, president of ed Theatres of Illinois and gen- chairman of the 1955 national ed convention which will be held he Morrison Hotel here, Nov. 7-9, conjunction with the TESMA- DA-IPA trade show.

irsch has extended an invitation ll exhibitors to attend the meet that the functions of Allied, the cies and decisions on pressing in- ry problems can be explained oughly.

Cites 'Bombardment'

Many individuals and organiza- s outside the ranks of national ed have lately been bombarding trade press with statements of demnation and criticism of certain ons taken by Allied and some of egional units," Kirsch said. "The ious purpose of these attacks is ake it appear that Allied is com- ely out of step with the entire stry on many current issues.

Independent exhibitors do not these barbs seriously, because never the Allied organization has n a stand on an important in- ry problem in the past, these es have always cried out loud and l, desperately trying to convey the ression among independent ex- tors that they, and not Allied, the ones the exhibitors should l and listen to."

Will Make Trip Rogers Hospital

pproximately 70 industry leaders leave here Thursday evening to d the annual inspection tour and d of directors meeting at the Will rs Memorial Hospital, Saranac e. The party will arrive at the ital on Friday morning, where kfast will be served.

reakfast will be followed by ed tours of the hospital, after h the guests will meet in the ic Theatre to hear reports and ssions from Dr. George E. Wil- medical director, and his asso- s.

n afternoon at Schroon Lake will w luncheon.

he meeting of the directorate will eld on Saturday morning at the ewater Motel.

he party will return to New York Sunday, leaving the Edgewater el shortly after noon, arriving in York at 8:30 P.M.

KO Host at Luncheon

argaret O'Brien, star of RKO io Pictures production, "Glory," presented to the trade press at ncheon on Friday at Sardi's Res- ant here.

To Talk With Seriousness

TOA Leaders See Convention As 'Most Vital' in Group's History

By LESTER DINOFF

Based on the tentative agenda of the Theatre Owners of America convention next month in Los Angeles, the annual conclave will be the most vital in the seven-year history of the organization, according to top TOA officials.

Admitting that superlatives such as "most important" have been used to describe conventions in the past, the TOA executives claim that they "aren't kidding" or "reaching for a publicity break" when they say that this Oct. 6-9 meeting at the Hotel Biltmore in Los Angeles is "all important."

Association Amity Sought

One topic, not on the agenda but regarded as being of utmost seriousness, is the apparent breach in the relationship between TOA and Allied States Association. For a time it looked as if the two national bodies were lining up on a solid front to gain objectives—even to the point of possibly discussing a consolidation. Some TOA executives believe that a split in exhibition's ranks can be destructive and that the dissention must be salved over.

The rift in the recent harmonious relationships between TOA and Allied appears to stem from differences in opinion regarding the results and promises made by distribution sales heads last May and June following joint meetings. TOA leaders felt that the conferences between their committee, the sub-committee of Allied's Emergency Defense Committee and the distribution companies were beneficial and the sales head were made cognizant of the pressing problems of exhibition.

Allied Officials Dissent

Allied officials took a different point of view, declaring, following a board of directors meeting, that the results attained by the joint meetings fell far short of the hopes and expectations and that distribution's promises were in general terms, relating only to the very smallest exhibitors.

The decisions which the TOA board of directors will make and the policies formulated, plus the determination of the present administration of TOA to see that the policy decisions are carried out, will chart the course of action in the relationship between exhibition and distribution. The new twists on current and old problems affecting exhibition as a whole will demand much thought, consideration and advice among the TOA directors. The leaders of the exhibitor group are expected to thoroughly probe such problems as:

Problems Many and Varied

Continued support by the group of the Council of Motion Picture Organizations and the complete elimination of the remaining excise tax on admission tickets;

Renewed interest in and contributions to the fight against subscription television; the Federal Communications Commission will be in the midst of hearings concerning the medium at convention time;

The shortage of product and Exhibitors Film Financial Group, Inc., investments;

Support, active opposition or straddle the fence in the proposal by Allied for U. S. regulation of film rentals;

Approval of an industry arbitration system which doesn't set forth specifics concerning the financing of such a system;

Imminent action and counsel on the 16mm. anti-trust suit, trial of which starts next week in Los Angeles, and in which, TOA is listed as a co-conspirator;

Future discussions with the Department of Defense over the pre-release and clearances of top product between military and civilian theatres;

Establishment of closer relations with foreign exhibitor groups and formation of one world exhibitor group, a specifie aim of TOA.

TOA Stand

(*Continued from page* 1)

been changed regarding governmental intervention for control.

"We will continue to seek solutions to exhibition problems through negotiations, due to the progress made to date with the film companies and the encouraging reports received from the field of an easement of film selling policies."

Martin declared also that TOA stands on its statement of July 22, at which time he expressed "surprise and disappointment" over Allied's plan to seek governmental regulation, following dissolution of a sub-committee of the Emergency Defense Committee.

Intervention Opposed

In the July 22 statement, Martin also said that "TOA has historically taken a dim view of the value to exhibition of governmental intervention, and the results obtained in the past certainly justify our pessimism. However that may be, we are irrevocably committed to going forward with the discussions which have been initiated."

The Martin statement reaffirming TOA policy came as a result of a letter sent to him by Allied president Rube Shor, who castigated TOA for continuing to believe that favorable results could be attained from meetings with distribution, and for allegedly stringing Allied along on the governmental regulation program.

Sells 26,500 Shares

Atlas Reduces Its Holdings in RKO Pictures

Atlas Corporation on Friday reported through the New York Stock Exchange the sale of 26,500 shares of RKO Pictures Corp. stock, thereby reducing its holdings from 1,000,000 to 973,500 shares.

Sale of the stock follows the announcement last month by Floyd Odlum, president of Atlas Corp. of his desire to reorganize RKO Pictures, in which Atlas holds the principal stock interest and which is the inactive parent company of RKO Radio.

RKO Pictures stockholders were informed at that time of Odlum's interest in acquiring the RKO Radio parent company. His plans in this direction, they were told, would be revealed "in the near future." Whether or not Friday's stock sale would have any effect on such plans could not be learned at the weekend.

Other Sales Listed

Other sales of amusement stock last week included the report by the Securities and Exchange Commission in Washington of the purchase by Robert E. Kintner and E. Chester Gersten of 500 shares each of American Broadcasting-Paramount Theatres common stock in July.

The purchase boosted Kintner's holding to 3,500 shares. The 500 shares were Gersten's total holding at the end of July.

The SEC report contained few transactions in the film field. Edward W. Avery reported buying 1,000 shares of RKO Theatres Corp. common in May and June, for a total of 3,000 shares. Jerry Wald sold 200 shares of Columbia Pictures common in June, leaving himself with 209. Harold J. Mirisch in July sold 100 shares of Allied Artists common, dropping his holdings to 28,440.

Foundation Shares Sold

Harry Brandt apparently liquidated the Trans-Lux Corp. holding of two foundations, selling the entire 2,300 shares owned by the H. Brandt Foundation and the 600 shares held by the G. Brandt Foundation. Brandt still owns 125,115 shares, his wife 17,700 shares, and a holding company 200 shares.

No Luce 'Censoring'

(*Continued from page* 1)

here on Friday by the State Department following a protest received from Arthur Loew, producer, who charged that Mrs. Luce had brought about the withdrawal of the picture.

The report received here from the American Embassy in Rome pointed out that the substitution of "Interrupted Melody" at the festival in place of "Blackboard Jungle" was done by festival authorities on their own volition and not at the suggestion of Mrs. Luce.

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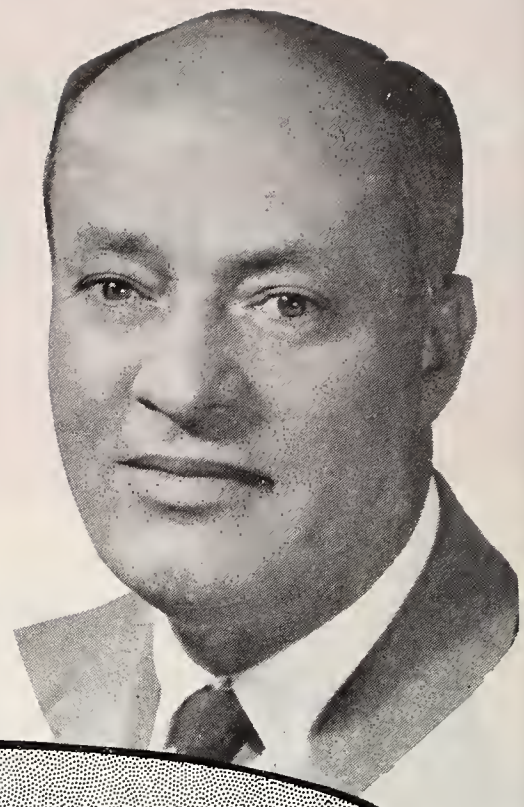
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Screen Play by
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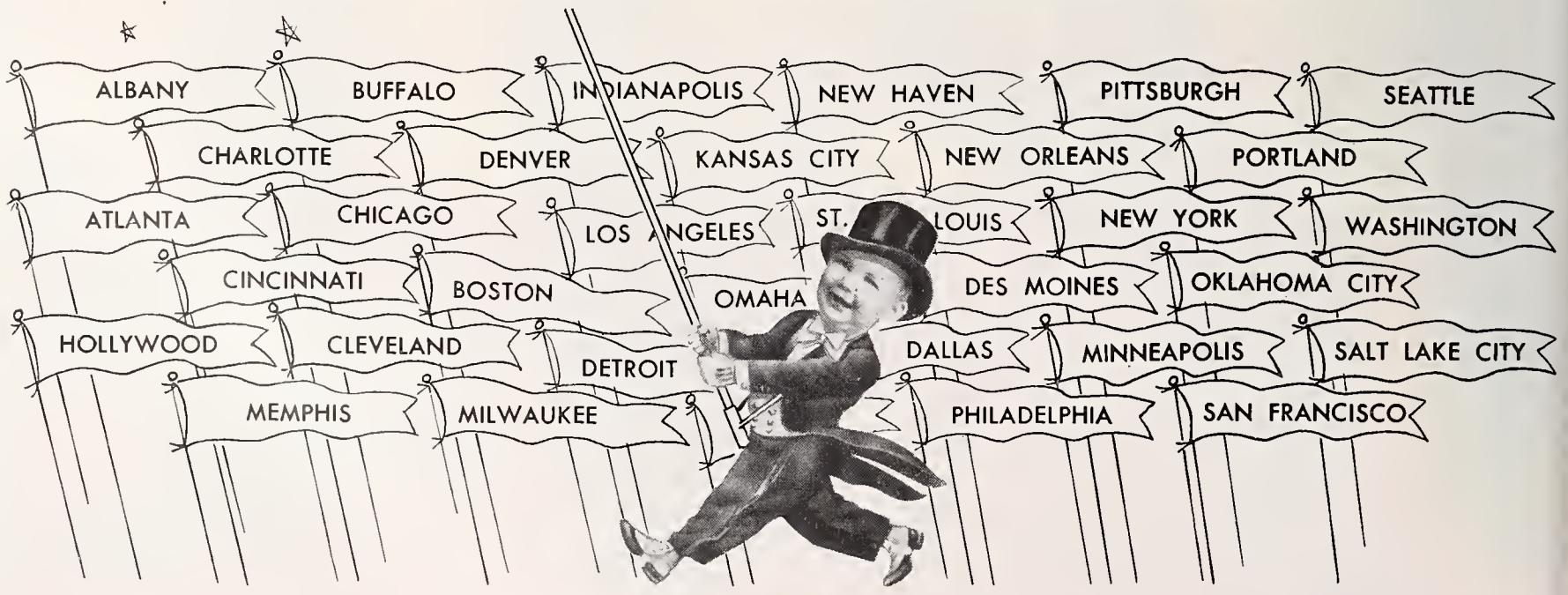
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SEPT. 5 – DEC. 15, 1955

The coast-to-coast organization of National Screen Service is joined in a united sales effort, dedicated to our new president and devoted to the interest of greater showmanship!



Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

potlighting the News

iwards, Upwards

'hat RKO's new (General Teleio) management will stress the atrical side (as forecast in evision *Today* July 25) was firmed Friday by the signing of rid O. Selznick to produce a es of top-budget films for the pany. After he has launched se productions, Mr. Selznick plans to produce a program of s designed specifically for teleon. Said Mr. Selznick: "Teleon will be an integral part of Selznick Company's operations. plan to build new stars. . . . will use television and films to d them." Mr. Selznick's teleon shows are not "formally mitted" to General Teleradio or the Mutual Broadcasting Sys, but "we do recognize a mutuy of interests," the producer l. It is significant of things-toe, too, that both Mr. Selznick the RKO management are said e considering the adaptation of filming techniques to motion ures as part of a new RKO ster plan to slash unnecessary dio overhead costs.

rnabout

As the lists of major players er long term contracts to the ion picture companies have wn shorter, the lists of major vers under long term con:ts to television interests—often ough the auspices of MCA, Wil- Morris and General Artists—e grown increasingly longer, more impressive. Thus it ld seem that turnabout time is hand, and the film companies going to have to do a little ling of TV ranks for much ticular star material.

hat Is It?

J. S. News & World Report, in week's issue dated September devoted 14 solid pages to as comprehensive a report on television and its multitudinous ramifications as any general consumer publication has ever attempted. After surveying the TV scene as it relates to industry, children, politics, religion and home life, among other things, the magazine noted significantly that "no one is doing large-scale, exhaustive research into the long-range effects of the new medium." And it concluded, inevitably, "Right now the only thing that is really certain about TV impact is that everyone is guessing about it."

$64,000 Promotion

▶ Amid all the attentions inside the trade and by the public at large to the $64,000 Question show little credit has been given yet to the astonishingly successful public relations and publicity job done and being done. Of course the television audience throughout the country became quickly fascinated by the program. Its format was carefully worked out; the participants skillfully "screened" for human appeal. Yet the tremendous news and feature attention in the press and magazines did not all come about automatically. A good story gets better attention when the press agents do a good job. Long after the $64,000 Question mania passes lessons may be learned from what good promotion can accomplish. It is possible that an independent organization such as Louis Cowan's has an advantage in promoting shows over the networks because its efforts can be concentrated. The networks may find it desirable to designate "unit" publicity men just as the major studios do to work exclusively on a single important show from the time of its initial planning.

New Talent

▶ The need for the development of new talent to shoulder the ever-increasing entertainment load has been recognized in the world of the Kuklapolitans. That's the reassuring word from the desk of Burr Tillstrom, whose "Kukla, Fran and Ollie" returned to ABC-TV last week. Mr. Tillstrom has announced that three newcomers, introduced late last season, will be given progressively more important roles to perform in the months ahead. The three—Paul Pookenschlagl (rather like Marlon Brando and a dedicated union man), Felicia Rabbit and Mrs. Rosemary Buff-Orphington—probably will be joined by other, as yet still undiscovered, personalities in the course of the season.

Increment

▶ With the newly announced membership of the National Broadcasting Company, the Television Bureau of Advertising now numbers 152 stations, two networks and eight representative firms for a total membership of 162 stations. Commenting on the NBC move, Oliver Treys, president of the all-industry sales and promotion organization, said, "This marks the biggest single increment in TvB's revenues since the initial membership campaign of last winter and lifts them to over $500,000 per year . . . and assures all our members a dramatic increase in the intensity of TvB's activities."

World Market

▶ Another indication of the rapid progress to be made abroad by American television producers and distributors was the announcement last week by John H. Mitchell, vice-president, that Screen Gems has made its first sales in Europe;

(*Continued on page* 10, *column* 4)

THOSE 6 POINTS

An examination of the six points suggested for the attention of the television industry by the Kefauver Senate Subcommittee on Juvenile Delinquency, with an analysis of each point from the view of long range thinking, is on page 9.

In Our View

IN the journalistic fraternity, there are a few who by selection or otherwise fall into that loose category identified as "the critics." It is, however, to be substantially regretted that some among these select few fail, by ignorance or design, to appreciate the significance of their position and to accept the responsibilities which go with the assignment.

This is particularly true among th so-called metropolitan television critics, deemed among themselves to be the elite of their craft. There is an unfortunate tendency, which falls rapidly into habit, for them to write for each other, rather than doing competent reporting for their readers, which is essentially the job for which they have been hired. Somewhere, somehow, they have joyfully embraced the happy tradition that they are as a race apart, that they have had bestowed upon them a far-sighted prescience

They so often fail to answer the unspoken question which is in the mind of the average reader, and viewer, who, seeking enlightened assistance, find instead harsh and Olympian utterance. These average readers are the folks for whom those programs are produced, and they are the ones to be entertained—and guided in their choice of entertainment. No one for a moment questions the right of the critic, in handling his assignment, to criticize, but the audience for which the program is made must be borne in mind.

In television it is true the show, once seen, is gone, but too often the producer, caught likewise in that traditional web, reads the critic's appraisal, and thus governs his future action. Likewise the reader and viewer, conditioned to accept the critic's opinion, turns a jaundiced eye upon all future programs in a given series as a result of the review of a single show.

It is essential that the critic keep firmly in mind at all times the audience for which he is writing and temper his appraisal with consideration of that fact. More competent reporting and less kingly disposition of the "Off with his head" persuasion would be a happy circumstance in the field of television criticism. Doing the job right is a fine professional art.

Passing in Review

Unmistakable signs of Autumn were on the air last week with the return after summer vacations of Burr Tillstrom's "Kukla, Fran and Ollie" (August 29, ABC-TV), Robert Young's "Father Knows Best" and Eddie Fisher's "Coke Time" (both August 31, NBC-TV). Jane Wyman, as hostess and star, chose a sentimental vehicle to launch her new Fireside Theatre series (August 30, NBC-TV), while Climax extended its range into Americana with a one-hour adaptation of Mark Twain's fairly monumental classic "Huckleberry Finn" (September 1, CBS-TV). Two special events features were noteworthy: NBC-TV's color coverage August 28-29) of the Davis Cup matches from Forest Hills and CBS-TV's review of the flood disaster, narrated by Jackie Gleason (August 30).

ONE TOUCH OF VENUS, NBC-TV, 1½ hour, August 27, 1955. For Oldsmobile Division of General Motors.

Lay brickbats notwithstanding, this was an extremely pleasant production imaginatively staged by George Schaefer and keyed by the light but authoritative performance of Janet Blair in the title role. She is a star. Of equal importance was the fine score by Kurt Weill and lyrics by Ogden Nash, handled by Miss Blair, Russell Nype and George Gaynes with that happy combination of an ability to sing and a sense of humor. Even Edmund Balin's choreography was fun and unusually well integrated into the general nonsense, conceived originally by Mr. Nash and S. J. Perlman and adapted for television by Mr. Schaefer and John Gerstad. The seeming effortlessness of the over-all production speaks well for the advantages to be had from such a pre-telecast shakedown which "One Touch of Venus" received in Dallas. Jack Rayel was producer and Bob Hartung associate director.

GOODYEAR TELEVISION PLAYHOUSE: "Spring Reunion," NBC-TV, 1 hour, August 28, 1955. Goodyear Tire Company.

The second television appearance of Robert Alan Arthur's "Spring Reunion" served not only to confirm earlier reports on the quality of Mr. Arthur's script but also to give two of the medium's finest young players a chance to do their stuff—which they did. Kathleen Maguire was not far short of excellent as the prettiest-girl-in-the-class-of-'40, 15 years later, and Phil Abbott, as the boy-most-likely-to-succeed, who didn't, was equally as good. It may be that one of television's memorable moments was provided in the show's climactic scene, enacted by Miss Maguire and Robert Simon, as her father. It (and the entire production, directed by Robert Mulligan) was the result of first rate staging, performing and writing. Well done.

U. S. STEEL HOUR, "The Counterfeit," CBS-TV, August 31, 1955. One hour. 10 P.M., EDT. For United States Steel Company.

J. B. Priestley's delightful, tongue-in-cheek comedy, "Laburnum Grove," receives happy treatment and emerges as an entertaining hour in the living room under the production hand of the Theatre Guild, with John Haggard as associate producer. Ellen Violet's good script is capably handled by Boris Karloff as the home-body British suburbanite who in reality is a counterfeiter; Jessie Royce Landis as his wife; Sarah Marshall as the daughter, and John McGiver as the Scotland Yard man on the trail. Highlight is the scene between McGiver and Karloff in the Yard office.

COKE TIME, NBC-TV, 15 minutes, 7:30 to 7:45 EDT, Wednesday evenings. Started August 31, 1955. For Coca-Cola.

The still young, and still highly engaging Eddie Fisher resumes his sprightly singing chore for the third year, after a summer hiatus. The rest has done him no harm, the expected charm and pleasant vocal quality are there, and the youngsters, teens and adults who find Eddie a diverting voice will happily welcome him back. The tricky and deliberately phony backdrops are an entertaining departure and the commercial is briefly unobtrusive.

He Can't Hurt Us!

This should ruffle a cauliflower-alley feather or two. In Britain, one Teddy Waltham, secretary of the Boxing Board of Control, says he's "shocked" at the way TV has damaged boxing in the U. S. The Madison Square Garden "monopoly," he says, has practically closed down small promotions. It won't be allowed to happen in England, Teddy says. Them fellers on Jacobs Beach should better watch out, that TV stuff could hoit.





SELLING. Russ Clancy, New York representative for Ziv's national sales divisio Walter Kingsley, sales manager, and Allen Johnstone, head of the weste division, meet and talk shop in the New York offices of Ziv Television Prograr during a sales meeting there.

The Show-Makers

***Julie Harris** will make one of her infrequent television appearances in "A Wind from the South" on the United States Steel Hour Wednesday September 14 on CBS.*

◆

***Milton Berle** has signed **Ann Sothern** as guest star for the second program of his NBC-TV color series Tuesday, October 18. The show will be a comedy drama written especially for the full hour telecast by Gore Vidal.*

◆

***Jack Carson** will turn his comedy talents to presiding as master of ceremonies for the entertainment to be presented the opening evening of the second annual meeting of the CBS radio affiliates September 13 at the Hotel Sheraton-Cadillac, Detroit.*

◆

***Pinky Lee,** ringmaster, is his new title. The comedian's NBC-TV children's program Monday through Saturday will have a circus format, built around life in The Happy Town Circus.*

◆

The show will be the same but the name will change. Starting Sunday, September 25, Toast of the Town will be The Ed Sullivan Show on CBS-TV. The program was seven years old last June.

◆

***David Niven** will star in "The Book," melodrama to be given a repeat performance in Singer Four Star Playhouse Thursday, September 15 over CBS. He plays an author whose passion for research leads him into a spy network.*

◆

***Judy Garland** will be supported by a staff of top television production people on the Ford Star Jubilee which marks her TV debut September 24 over CBS-TV. Un the guidance of her husband, **Luft** as producer, writer **Carroll**, choreographer **Mir Nelson**, director **Paul Harrison** eo-director **Berni Gould** will mo the 90-minute show.*

◆

***Peggy King**, featured singer the George Gobel Show last sea has been signed to an exclusive week contract by Gomalco En prises, Inc., for appearances on program this year. The show turns to NBC-TV October 8.*

◆

The King's Men, vocal group, among those providing the s and fun for "Dumbo," Walt Is ney's Fall opener on ABC-T Disneyland September 14.

◆

***Fred Allen** will be the narra for "The Jazz Age," that "d matic re-creation of the Roar Twenties" which Henry Salomon producing as part of NBC-T Project 20 during the 1955-56 s son.*

READERS WRITE

16mm. Spanish

To the Editor:

Distributors who have Span language, 16mm. films available television here in this country invited to communicate with undersigned. — *NATHAN SAF general manager, KCOR, Inc., S Antonio 4, Texas.*

TELEVISION TODAY—Editorial Direc Charles S. Aaronson; Eastern Edit Pinky Herman, Vincent Canby; Hol wood: William R. Weaver, Samuel Berns; Washington: J. A. Otten; Lond Peter Burnup; Photo Editor: Floyd Stone.

VHO's WHERE

HN H. BURNETT, producer-rector of the Mutual Broadcast-g General Sport Time, has been med sports director for the net-ork, succeeding PAUL JONAS, it s been announced.

LFREDO ANTONINI, music di-ctor for CBS, has been invited guest-conduct the Oslo Philhar-nic, the Radio Symphony of rin and the BBC Symphony dur-g a tour of Europe planned for is month.

ppointment of PHYLLIS ECKER to the expanded sales esentation and planning division the Mutual Broadcasting System s been announced by RICHARD FF, director of research and nning.

st week BILL ADLER, formerly WRCA-TV, was named director press promotion and special nts for WABD, New York. It s a short stint. This week TED TT, general manager, announced t Mr. Adler had been promoted director of programs.

COB H. RUITER, who has been h the Allen B. DuMont Labora-ies since 1943, will direct the vertising and sales promotion of hnical products manufactured the company, it was announced G. R. METZGER, general sales nager.

EETINGS

nterstate Television Corporation, sidiary of Allied Artists, this ek in New York is holding a tional meeting of the company's cutive, sales and advertising ffs. Ralph Branton, president, led the meeting over which yd Lind, national sales man-er, will preside.

he New York State Association Radio and Television Broad-ters will hold its annual meeting tember 23 at Saranac Inn, anac Lake, Mike Hanna, presi-t, has announced.

The National Association of Radio l Television Broadcasters has eduled a series of three-day re-nal meetings running into the ldle of November. They are:

egion 4, Edgewater Beach Ho-Chicago, September 20.

egion 1, Saranac Inn, Saranac ke, N. Y., September 23.

egion 3, St. Charles Hotel, New eans, September 29.

egion 2, Roanoke Hotel, Ro-ke, Va., October 13.

egion 8, St. Francis Hotel, San ancisco, October 25.

egion 7, Broadmoor Hotel, Colo-lo Springs, Col., November 2.

egion 5, Fort Des Moines Hotel, s Moines, November 8.

egion 6, Baker Hotel, Dallas, vember 16.

Kefauver 6 Points Merit Careful Attention of Television Industry

by MARTIN QUIGLEY, JR.

Television industry spokesmen have been wise in following the lead of Harold E. Fellows, president of the National Association of Radio and Television Broadcasters, in declining comment on the recent report of the Senate Subcommittee to Investigate Juvenile Delinquency.

But it would be a mistake if they failed to give the report issued by Senator Estes Kefauver and his associates close study. The issues raised must be met squarely in order to maintain television's public relations standing with its audience.

When a responsible group asserts that "there is reason to believe that television crime programs are potentially more injurious to children and young people than motion pictures, radio or the comics" there is cause for concern. The implication was that the controlling executives of television networks and stations were "taking a calculated risk" in jeopardizing young citizens' moral standing in order to attract and hold attention.

The six main points made by the Kefauver committee, with comment on each by *Television Today*, follow:

1. Local "listening councils" should be formed to keep a watch on video programming.

Comment — Formation of such local groups interested in television (some of which already exist) can be of potential value as well as a danger to broadcasters. Such committees specializing in television can be used effectively to promote appreciation of good shows and be and instrument to counteract hostile local critics. The film industry long has made use of Better Films Councils for positive promotion. It would be poor strategy for television stations and networks to oppose establishment of local "listening councils."

2. The Federal Communications Commission should exercise stricter control of television programming, as well as using its authority to levy fines and revoke the licenses of stations violating an established code.

Comment — The legal authority that the FCC has to control programming is unclear. It is certain the Congress did not want the FCC to be a Federal censor of broadcasting. On the other hand the FCC undoubtedly has wide discretion in interpreting whether or not a broadcaster has operated in "the public interest, convenience and necessity." It would be well for stations to avoid a legal showdown with the FCC on this issue. The proceedings would be long, costly and the ultimate result in doubt until an eventual decision by the Supreme Court. A safer course would be to conduct programming in a fashion that will not arouse militant objection, especially by a Senate committee or responsible national organization.

3. "Collective" responsibility of station managers for programming should be established, with 100 per cent membership by stations in an organization like the National Association of Radio and Television Broadcasters.

Comment—While the aim here is undoubtedly constructive, it would seem that the Senate committee suggests an approach that smacks of Fascism or some other authoritarian system of government. There is no such thing as "collective" responsibility in the sense used. The individual stations and networks have an individual responsibility to themselves, their stockholders, to the public and the country at large. Requiring or pressuring for membership by all stations in any organization, even an excellent one, is undemocratic at the least. Stations can still make up their own minds about joining or not joining in any industry organization.

4. The NARTB code should be extended to include films produced for television.

Comment—The television industry must extricate itself from the inconsistent position of having a code for live shows and none for films. A meeting in Los Angeles already has been scheduled for later this month to work out a suitable code for producers of films for television. Any code should make a sharp distinction between points connected with morality and those concerned only with business practices, such as the number and length of commercials.

5. There should be further research by private and public foundations into the effects of television on children's behavior.

Comment — This echoes the recently published report of NBC's Children's Program Review Committee (Full details in *Television Today*, August 15, page 9). Research by a multitude of foundations is likely to produce a babble of confusion. Broadcasters must deal with these problems here and now and cannot wait for academic reports. If and when such reports are issued, the television industry can adopt all recommendations which are deemed practical and constructive.

6. Congress should pass legislation setting up a Presidential commission to study the mass media and to report on their possible detrimental effects.

Comment—The press will vigorously oppose any legislation with such a sweeping mandate as an infringement on freedom. The "possible detrimental effects" of an abuse of mass media are known to anyone of school age. Those old enough to recall the regimes of Hitler, Mussolini and Stalin know what abuses of mass media can lead to.

The television industry must not forget that 1956 is an election year. Juvenile delinquency is a popular subject. One potential candidate for the Democratic nomination already has made it an instrument to keep his name before the public. It would be well to give no cause for responsible criticism on grounds of promoting juvenile delinquency at any time, especially in a campaign year.

From the long range point of view it is well to keep constantly in mind the fact that there will always be criticism of certain shows. That criticism exists is not important. What is important is whether the criticism is reasonable and responsible. If it is, it is time for broadcasters to act—in their own best interests.

Kling's Triple-Play

Kling Film Productions, Chicago, has tripled its gross dollar and its production volume, Fred A. Niles, executive vice-president, has disclosed. The plant has been operating one year. The company spent $550,000 converting its 90,000 square feet, $160,000 equipping it with motion picture apparatus.



STATION TO STATION

Advertisers are showing increasing interest in large economy-size packages of station breaks for this season, according to Jay Heitin, advertising manager for WRCA-TV. Mr. Heitin said three more sponsors—Ford Dealers Association, Wise potato chips, and Blumenthal Brothers, candy manufacturers—have signed for the station's 14-50 plan. That's 14 insertion's a week for a 50 per cent discount.

INS-Telenews' daily newsfilm service has been bought by WXEX-TV, Petersburg-Richmond, Va., and KQKW-TV, a closed circuit operation at Moab, Utah.

The Bethlehem Steel Company has signed a 13 week contract with WRCA-TV to sponsor a weekly sports round-up program featuring Harry Wismer. The program will begin September 14.

A total of $147,064 in cash and pledges was received by WKNB-TV, New Britain, Conn., in a 16 hour telethon for victims of the New England flood. The telecast featured about 80 acts which came to the station by train, car and air.

KTLA's Playcrafters Club celebrated its fourth anniversary on the Hollywood station August 27. The program, headed by Arnold Pike of the California Teachers Association, is the oldest children's educational program on the west coast.

"Jungle Jim," starring Johnny Weissmuller, the first film series produced by Screen Gems, Inc., exclusively for syndication is reported to have brought in $250,000 worth of orders during the first week it was on sale.

When Lights, Camera, Questions, weekly half-hour quiz program sponsored by Cleveland's downtown first run film theatres starts its fourth season September 24 it will be seen on a new station. Instead of WXEL-TV the program will originate on WEWS-TV, with Phil McLean as master of ceremonies.

Allen Funt, the candid cameraman, will bring his show to WPIX, New York, Monday, September 12, as a Monday through Friday presentation.

Jack Heintz, general manager of KCOP, Los Angeles, will give the Channel 13 viewers a stronger, clearer picture starting September 12, when the station becomes the most powerful in the L. A. market area, jumping from 32,000 to 170,000 watts.

George T. Schupert, president of ABC Film Syndication, Inc., has reported sales of the Anniversary Package of 15 feature films, most of them British made, to KOMO-TV, Seattle, and KRON-TV, San Francisco.

WDSM-TV (Channel 6) will be the basic NBC-TV network affiliate in Superior, Wisc.-Duluth, Minn. NBC program transfers to WDSM-TV from its present affiliate, KDAL-TV, Duluth, will be announced soon.

HOLLYWOOD, U. S. A.:

Paul Henning and **Robert Cummings** are shopping for writers since **Billy Manhoff** decided to team up with **Nate Monaster** and **Al Schwartz** for the *New Berle Ceason*. . . . Possibility of **Steve Allen** show emanating from the coast on a steady schedule has half of his entourage debating the move. **Jules Green**, Allen's manager, is bemoaning the fact that it cost Steve $28,000 of his own money to pay for part of the line charges on "Tonight" in order to make the move out here so he could star in U-I's "The Benny Goodman Story." But there must be a brighter side, because Steve is already preparing the second of two more scripts that he can do at the same studio.

"Exhaustive preparation is the keynote to a successful TV show, no matter how terrific the idea," is **Don Fedderson**'s motto on any of the projects he considers. It cost Don $48,000 and a year of effort before prospective sponsors had a chance to voice their approval to the "Millionaire" series. He's already invested $30,000 and 18 months in preparation for the new Edgar Bergen-Charley McCarthy "Do You Trust Your Wife" show, and has yet to shoot the pilot film. The producer of the new Betty White Show also likes to call attention to the fact that "it is psychologically bad to make any major changes in a show or series once it has been launched. All this should be anticipated and corrected before the presentation."

Joel Murcott wrote Four Star's Cavalcade Theatre story, "Toward Tomorrow," which will tell the story of Dr. Ralph Bunche, with **James Edwards** playing the title role. . . . **Keefe Brasselle** signed for the male lead in "Postcard from Barcelona," a segment of Ziv's Science-Fiction Theatre. Keefe will undoubtedly renew a friendship over on Ziv's American National lot, when he runs into the man who made him famous—Eddie Cantor.

—*SAMUEL D. BERNS*

SHOWS ON THE MARK

Ann Sothern begins her fourth season as "Private Secretary" on CBS-TV September 11. After the September 11 and September 18 broadcasts, the show will be seen on alternate weeks with the "Jack Benny Show," both sponsored by the American Tobacco Company.

"Crossroads" is the new title of the forthcoming ABC-TV series based on the true experiences of clergymen. Sponsored by Chevrolet, the series, formerly known as "Men in Black," will have its debut October 7.

"Big Story" returns to NBC-TV Friday night with a new format and a new permanent newsroom set. The premiere show, "Badge 21," dramatizes the story of "Dutch" Hennings of the South Bend (Ind.) *Tribune*, and was filmed on location in South Bend. Pall Mall is the sponsor.

Among its various innovations, ABC-TV's "Mickey Mouse Club" will feature as a Monday, Wednesday and Friday segment, "The Mickey Mouse Newsreel." Described as "one of the few self-contained and regularly scheduled newsreel features on TV," it will be narrated by Mickey himself.

"Medical Horizons," the new ABC-TV documentary series dramatizing the latest advance in medicine, will have its premiere next Monday night. Quincy Howe is narrator of the weekly, 30-minute series sponsored by CIBA Pharmaceutical Products, Inc., in cooperation with the American Medical Association.

CHICAGO

CHICAGO becomes the Champagne Center of the television world September 17 when Lawrence Welk and his famous "Champagne Music" originates the regular ABC-TV Dodge-sponsored Lawrence Welk Show at 8 P.M. from the Aragon Ballroom.

HENRY C. BONFIG, president of CBS - Columbia, manufacturing division of the Columbia Broadcasting System, Inc., said at a meeting held in the Drake Hotel, August 24, that "retail prices of television receivers are at rock bottom now and are destined to be increased soon after Labor Day." Mr. Bonfig announced that the industry cannot go on with its "profitless prosperity." "Prices of TV sets are too low," he added. "No manufacturer can make much profit on any set retailing for under $200. Prices just have to go up."

SPOTLIGHT

(*Continued*)

Ford Theatre programs have bo sold to the Commercial TV Co tractors of London and to t Italian television company. Rin T Tin has been booked in France as well as Italy. "Father Knows Be will be tested, after dubbing, Holland. Major American fi companies are earning almost h of their profits in the mark abroad. In time TV produc should also earn a significant p of their income outside the Uni States. That day will not co until television becomes accep as popular entertainment in t principal countries overseas. Ho ever, everything done now to c tivate sales will gain valuable perience and contacts as well being to familiarize audiences w American TV product.

Real Estate

▶ Real estate—the ownership and especially its acquisition a development—is one down-to-ea way of gauging good times. L week in New York NBC announ that it had leased the famous Zi feld theatre there from Billy R for NBC color productions start in the fall of 1956. (The deal p mits Mr. Rose to continue oc pancy of his penthouse apartm in the theatre.) And on the W Coast, Jack Webb announced t ground soon will be broken at U public Studios for a new $250,0 building to house production a administrative personnel of Mark VII, Ltd., organization. the same time he takes over clusive use of Republic's sta 4 and 14. Not to be outdo Stephen Bosutow, president UPA, has announced the purch of a new building in the San F nando Valley to house UPA's a imation department as well as t immediate start of construction additions to UPA's Burbank pla

Now International

▶ Theatre TV goes internatio for the first time September when Loew's Uptown, Toron carries Theatre Network Tele sion's closed-circuit telecast the Marciano-Moore championsh fight, originating from Yan Stadium, New York City. Af technical and customs proble had been ironed out, TNT ranged line clearance with the operation of the Canadian Bro casting Company and A. T. &

DuMont Split-up

▶ As a step in its planned organization, Allen B. Du M Laboratories Friday requested t FCC to approve a transfer of television stations in New Yo and Washington to a new subsi ary, the Du Mont Broadcasti Corporation. Subject to stockhold approval, the broadcasting and t manufacturing departments of D Mont will become separate co panies.

In the THEATRE EQUIPMENT and Refreshment WORLD . . .

. . . with RAY GALLO

OTIOGRAPH, INC., of Chicago will sponsor a luncheon for delegates to the convention and trade w of Theatre Owners of America be held in Los Angeles at the more Hotel October 6th through . Acting as host for Motiograph at luncheon slated for October 7th be Ben Shearer, president of the F. Shearer Company, distributor Motiograph equipment on the ific Coast. The Shearer Company have one of the largest exhibit ces at the TOA trade show and display, in addition to Motioph sound and projection equipt, arc lamps by Ashcraft, carpets Karagheusian and Haywood-Wake-l auditorium chairs.

•

'OA delegates will also be hosted luncheon on the opening day of eonvention, Oetober 6th, by the sion Dry Corporation, Los Anes. At Booth 15 of the trade show company will have on display line of beverage dispensing equipt. Visitors will be served Mission nge, pink lemonade, lemonade, pe and lemon-lime.

•

'o be featured at the TOA trade w booth of Manley, Inc., Kansas y, Mo., is that company's new fabricated refreshment stand for e-in theatres. This stand consists prefabricated steel counter with ions ranging in length from 2 to feet. The counter can be built ny shape or combination desired, e all units are made in such a ner that they can be set side by , leveled, then bolted together.

•

'he "Modular Multi-Vent" is a new diffuser designed to provide draftair-eonditioning for theatre audi-

Rembusch Lauds Exhibitors

(*Continued from page 1*)

of Theatre Owners of America the result left open to question whether TOA had not accomplished more for small exhibitors than has Allied.

"Neither Allied nor TOA or any single member of the team can claim credit for winning the tax fight," Rembusch asserts. "It was won by American exhibitors who carried the story of their plight to Congressmen and Senators in their home districts."

Rembusch termed McGee's "attack" "one of the most ungrateful happenings in my memory."

Termed a 'Neophyte'

He contended that McGee on entering the tax campaign was a "neophyte" on organization procedures and had to be taken "by the hand" by Cole and led through the "pitfalls ready to trip the uninitiated and new leader."

While not detracting from Sen. Kerr's role in the successful tax fight, Rembusch asserts that "many key political leaders in Congress aided exhibitors, including Rep. Charles Halleck of Indiana, House majority leader.

He charges that on at least two occasions "large circuit operators," in which category he places McGee, "attempted to effect a compromise at a 10% reduction" of the tax. "Col. Cole," Rembusch said, "resisted this move successfully so that small exhibitors enjoyed complete elimination of the tax."

He also charges that only "large circuits" could retain, as McGee said his theatres had, 60 per cent of the tax savings after distribution's participation. "In small operations," he said, "I can testify that distributor policies have gobbled up all of the tax savings and more."

Rembusch reiterates earlier made suggestions of national Allied that production is now geared to import quotas of foreign markets but that film rental ceilings are fixed by law in some of those markets.

Praise for Allied Program

Arguing for Allied's program of soliciting Federal regulation of the industry, Rembusch says that film rental ceilings also could be imposed here, as housing rental ceilings are.

Rembusch concludes by charging that Compo has become "the tool of distribution" and that its "bylaws and fine purposes have been ignored by its administrative staff." He again voices his opposition to a new tax repeal drive by Compo.

Hartman to N.Y. For ABPT Meet

From THE DAILY Bureau

HOLLYWOOD, Sept. 5. — Don Hartman, executive in charge of production for the Paramount studio, has gone East to attend the annual meeting of American Broadcasting-Paramount Theatres, which gets under way Wednesday at the Monmouth Hotel, Spring Lake, N. J. and continues through Friday.

toriums with aeoustieally treated ceilings. The unit is made by the Multi-Vent division of the Pyle-National Company, Chieago. It employs a perforated eeiling panel to introduce air vertically and at low veloeity into the air-eonditioned area. The panels are available for all the most widely used types of eeilings.

Plitt Will Head

(*Continued from page 1*)

and Louisiana, and through its Tenarken division, in the states of Tennessee, Kentucky and Arkansas.

Plitt began his theatre industry career with the Paramount International organization, upon his return to this country after World War II. He has been identified in various capacities with the Paramount Gulf organization since its transition from the former Paramount-Richards company.

Maurice F. Barr, secretary of Paramount Gulf Theatres, Inc., will succeed Plitt as vice-president in charge of advertising and public relations. T. J. Howell, buyer and booker for the circuit, will assume the post of corporate secretary in addition to retaining his past duties. Carl F. Dixon will continue to serve the corporation as its treasurer.

THE WISE BUY TODAY is the NEW Raytone HILUX JR. Screen!

The HILUX JR. is Raytone's new economy-priced, high quality screen for all-purpose projection. It is a heavyweight, seamless metallic surface with fully improved side-lighting at the lowest price ever. For larger installations, regular Raytone HILUX means perfect projection up to 80 feet in width! See your regular dealer NOW for prompt delivery.



RAYTONE Screen Corp. 165 Clermont Ave., Brooklyn 5, N.Y.
MIDWEST: Raytone Screen Corp., 401 West St. Charles Rd., Lombard, Ill.

EXHIBITOR'S CORNER



Q. *How Can You Improve Your Standing with Patrons?*

A. *Seat 'em in Griggs "Push-Back" Theatre Chairs!* Patrons demand comfort...and find it in this one original, genuine "Push-Back" chair that's the last word in theatre seating. Instead of standing as others enter or leave, patrons simply push back slightly in their seats. And this easy-come, easy-go seating makes it easier for more people to reach concessions more frequently. Griggs "Push-Back" Chairs by RCA look smart, too . . . with a wide choice of colors for end and center standards as well as upholstery. All moving parts are enclosed for protection. Backs and seats are easily removable for thorough cleaning. You can lift chairs from standards and interchange them around the floor to equalize wear.

Q. *Who Can Show You How Two Cents A Day Per Admission Can Pay For "Push-Back" Chairs?*

A. *Your local independent RCA Theatre Supply Dealer* can show you how "Push-Back" Chairs make every seat the "best in the house"...and how easily you can finance your installation. Get this story today! Remember: the "Push-Back" is *the* chair that sells seats.

RCA®
RADIO CORPORATION of AMERICA
THEATRE EQUIPMENT
CAMDEN, N. J.

"Service makes the difference in Mainliner travel"

say ICE FOLLIES PRODUCERS!



"...Being at the right place at the right time is essential to the success of our Ice Follies which is now celebrating its 20th anniversary with a nationwide tour," say Messrs. Shipstad and Johnson. "That's why we rely on United Air Lines Mainliner service to get us there on time, relaxed and refreshed. There's a difference you can depend on and it's made United our first choice for travel..."

You're sure to appreciate the difference in Mainliner® travel too! Deluxe "red carpet" DC-7s, "The Continentals," nonstop coast to coast . . . delicious meals . . . most comfortable Air Coach with exclusive 2-abreast seating . . . helpful reservations service . . . gracious stewardesses . . . and all the delightful "extras" that make every trip on United such a pleasure! Make your reservations soon!

UNITED AIR LINES

Call your nearest United ticket office or on authorized travel agent.



Left to right: Roy Shipstad, Oscar Johnson and Eddie Shipstad, famed "Three-men-on-ice," now celebrating the 20th anniversary of their Ice Follies show.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 47 NEW YORK, U.S.A., WEDNESDAY, SEPTEMBER 7, 1955 TEN CENTS

Along Broadway

Holiday Brings Lively Grosses To First-runs

Report Neighborhood Situations Good, Too

Lively business was registered over the Labor Day weekend at most Broadway first-run situations, swelling this week's grosses to robust proportions.

Neighborhood situations, too, according to Loew's Theatres and RKO Theatres spokesmen, enjoyed good holiday business.

At Radio City Musie Hall, a big 54,000 is seen for the eighth week "Mister Roberts." The first week "Man from Laramie" at the Capitol is expected to hit a substantial 1,000, while a very good $63,000 seen for the initial week of "Phenix ty Story" at Loew's State.

The fifth week of "To Catch A

(*Continued on page* 5)

Set Skouras, Zanuck British CinemaScope Production Talks

By PETER BURNUP

LONDON, Sept. 6. — Spyros P. Skouras is now expected here Sept. for talks with Darryl F. Zanuck d Joseph H. Moskowitz.

Purpose of the talks will be the ting up of production here of up eight top-flight CinemaScope subts annually to balance the 28 erican productions available to atres on the so-called "Cinema-

(*Continued on page* 4)

Asks Pulitzer Prize Unit to Recognize TV

From THE DAILY Bureau

Television Today..

HOLLYWOOD, Sept. 6. — Worthington C. Miner, television producer, today suggested to the Pulitzer Prize Committee that special recognition be established for television writing, placing it on a par with journalistic and dramatic achievements. Declaring his belief that the

(*Continued on page* 4)

SECOND AWARDS NOMINATIONS

LISTED below in their respeetive eategories are the pietures and stars seleeted as the seeond group of nominations for the Audienee Awards elections sponsored by the Counеil of Motion Pieture Organizations and annouueed yesterday in Hollywood. The nominations below eover films released between April 1 and June 30.

BEST PICTURES

"Love Me Or Leave Me," M-G-M
"A Man Called Peter," 20th Cent.-Fox
"Seven Year Itch," 20th Century-Fox
"Strategic Air Command," Paramount
"20,000 Leagues Under the Sea," Disney-Buena Vista

(*Continued on page* 4)

Douglas Rosen Reports

AA Eyeing Canadian Production; Talk ABP Co-Production Deal

By LESTER DINOFF

Allied Artists Pictures of Canada, Ltd., and International Film Distributors, Ltd., are currently studying all aspects of actively entering into motion picture production in Canada, Douglas V. Rosen, general manager for both companies, said here before returning to Toronto.

"We are studying all angles of film production as there is a vast pool of talent available in Canada, much equipment and good locales," Rosen declared, revealing in turn that inclement weather and the impact of television this year on the Canadian public has caused a 20 per cent decline in motion picture business.

The Canadian distributor of AA

(*Continued on page* 4)

Boasberg Takes Over New Paramount Post

Charles Boasberg, who officially joined Paramount Film Distributing Corp. yesterday as special assistant to George Weltner, head of worldwide sales for Paramount Pictures, was presented to executives of the company at a luncheon in the company's private dining room.



Charles Boasberg

Weltner, who presided at the luncheon, in welcoming Boasberg stated: "With his years of executive sales experience in the do-

(*Continued on page* 4)

Trans Lux Forming Foreign Film Unit

Trans Lux Corp. is reported establishing a subsidiary for the distribution of foreign produet in the United States. George Roth, who has been active in distribution of foreign pictures, is understood to be heading up the Trans Lux unit.

Roth now has his own company and formerly was an exeeutive of Fine Arts Films.

New Color Process For 'Moby Dick'

From THE DAILY Bureau

HOLLYWOOD, Sept. 6. — A new method of color development and printing, which one of its creators said "is a marriage of black-and-white and color to give a unique effect of depth," will make its bow with "Moby Dick," made by producer-director John Huston and which Warner Brothers will release, it was disclosed today.

The process, developed by Huston, cinematographer Ossie Morris and Technicolor, Ltd., of Great Britain, is done entirely in the laboratory processing, said Huston, who is here for several days of conferences before returning to England to complete the

(*Continued on page* 4)

One More to Come

Second Awards Nominations Announced

Lineup Covers Releases From April 1 to June 30

From THE DAILY Bureau

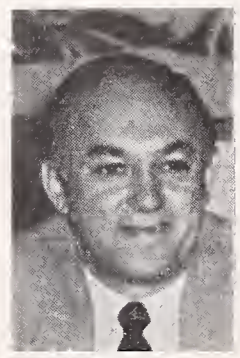
HOLLYWOOD, Sept. 6.—The nation's exhibitors have selected the second group of nominations for the Audience Awards election which will be conducted in theatres Nov. 17-27, it was announced here today by Elmer C. Rhoden, national chairman of the awards committee. The nominations cover pictures released between April 1 and June 30.

U.S. exhibitors shortly will receive

(*Continued on page* 4)

IFE Acquires First Non-Italian Picture; UK's 'Lease of Life'

Arrangements have been concluded for the I.F.E. Releasing Corp. to distribute its first non-Italian motion picture, the J. Arthur Rank Eastmancolor drama, "Lease of Life," starring Robert Donat, it was announced yesterday in a joint statement by Robert Benjamin, representing the Rank Organization, and Seymour Poe, executive vice president of I.F.E.



Seymour Poe

Poe underscored the significance of the acquisi-

(*Continued on page* 4)

See Odlum Delay in RKO Pictures Plan

A delay in possible plans for the reorganization of RKO Pictures was indicated yesterday with the arrival here from Europe of Floyd Odlum, president of the Atlas Corp. Odlum,

(*Continued on page* 4)

PERSONAL MENTION

ALFRED CROWN, Allied Artists vice-president, has returned to New York from Hollywood.

•

STANLEY ADAMS, president of ASCAP, yesterday accepted on behalf of the society a Certificate of Public Service from MAJ. GEN. EDGAR C. ERICKSON, chief of the National Guard Bureau.

•

BOB GREBE, newly-named trade press editor of the American network, is the father of a daughter, SUSAN ELIZABETH, born to MRS. GREBE this week at Parsons Hospital, Flushing.

•

MARTIN STARR, Hollywood commentator for the Mutual Broadcasting System, aired a salute on the network yesterday to DARRYL F. ZANUCK.

•

F. J. A. MCCARTHY, Universal Pictures Southern and Canadian sales manager, will leave here today for St. Louis.

•

ALFRED E. DAFF, Universal Pictures executive vice-president, has returned to New York from the Coast.

•

MARTY WOLF, Altec Service Corp. sales manager, has returned to New York from Texas.

Einfeld Back from Studio Conferences

Charles Einfeld, 20th Century-Fox vice president, will return to New York from Hollywood today by plane following a series of studio conferences with production head Darryl F. Zanuck and studio publicity chief Harry Brand on plans for releases through the end of the year.

Discussions centered on the handling of two of the company's major attractions for the coming entertainment season: "The Tall Men," and "The Rains of Ranchipur." While at the studio, Einfeld also saw rough cuts of "The View From Pompey's Head" and "Good Morning, Miss Dove," and set a program of national promotion for the two November releases.

Barrington Gain Dies

LONDON, Sept. 6. — Barrington Gain, financial advisor to John Woolf's Independent Film Distributors, died in a London nursing home last week. He was a member of the accountancy firm of Farrow, Bersey, Gain and Vincent, and was a director of a number of the J. Arthur Rank companies in the early years of the Rank Organization.

Equipment Forum at TESMA Trade Show

Discussions of the new 20th Century-Fox 55mm filming and projection process and of the new developments of Todd-AO will be features of the equipment forum to be held as part of the ALLIED-TESMA-TEDA-IPA trade show at the Morrison Hotel, Chicago, Nov. 6-9. The forum will be held on the final days.

Invitations to lead the discussions of their respective processes have been extended to L. D. Netter, Jr., for Todd-AO and to Earl J. Sponable, 20th Century-Fox's technical expert, who was active in the development of his company's CinemaScope process.

The equipment forum will be moderated by TESMA vice-president L. W. Davee, Century Projector Corp. Others of TESMA who have been invited to be members of the panel to answer questions from the audience concerning the new processes and the new equipment include:

J. F. O'Brien, RCA; V. J. Nolan, National Carbon; J. A. Fetherston; Kollmorgen Optical Co.; Fred Aufhauser, Projection Optics Co.; Leonard Satz, Raytone Screen Co.; TESMA president Fred C. Matthews, Motiograph, Inc.; Arthur J. Hatch, Strong Electric Co.; Arthur Meyer, International Projector Corp.; Francis Keilhack, Drive-In Theatre Manufacturing Co., and Al Boudouris, EPRAD Corp.

Walter Gould Dead; Ex-UA Foreign Chief

Walter Gould, veteran foreign sales executive and former foreign manager of United Artists, died of a heart attack here Monday night. He was 53 years old.

Gould entered the industry in 1920 and engaged in various Hollywood production activities for several years. He joined United Artists' foreign department in 1926 and successively served as branch manager in Panama, supervisor in Peru, special representative in Mexico, division manager for Latin-America and assistant foreign manager. He was appointed foreign manager in 1940.

Gould resigned in 1949 to enter business for himself, and for the past six years acted as sales representative in the United States for a number of American and European producers and distributors.

Gehring's Mother, 88

Funeral services will be conducted today in Kenmore, N. Y., for Mrs. Claire B. Gehring, mother of 20th Century-Fox executive assistant general sales manager W. C. Gehring, who passed away on Monday at the age of 88. Services will be held at 3:00 P. M. at the Bury Funeral Home, Kenmore.

Youngstein Returns; To Europe Next

Max E. Youngstein, United Artists viee-presidcnt, returned to the home office yesterday after a summer spent in Hollywood eonferring with U. A. produeers on productions in work and planned.

After a few weeks at the home office Youngstein is seheduled to leave for Europe to eheck on produetion of future U.A. releases now shooting there. Among them are "The Pride and the Passion," "Alexander," "Forcign Intrigue," and "Trapeze."

United Artists' business is "exeellent," Youngstein reported, running at record levels for the year to date.

Hugh Quigley Dies After Long Illness

HOLLYWOOD, Sept. 6. — Hugh Quigley, former manager of the Hollywood Bureau of Quigley Publications, died here Monday following a protracted illness. He retired in September, 1954, after an assoeiation of 21 years with the Hollywood activities of Quigley Publishing Co. of which his brother, Martin Quigley is president.

Mr. Quigley was born in Cleveland. In 1929 he liquidated an investment business in Cleveland of which he was part owner and removed to California. In his first years in California he was engaged in real estate activities, eventually joining the staff of Quigley Publications.

He is survived by the widow, two brothers and a sister.

Funeral services will be held at St. Charles Catholic Chureh, North Hollywood, on Thursday morning.

R. D. Walsh, Buffalo Publicist, Passes

BUFFALO, Sept 6. — Richard D. Walsh, Sr., 58, veteran theatre advertising and public relations representative in the Buffalo and Niagara Falls areas, is dead. Walsh died Saturday night and had been ill four weeks.

For the last 12 years, Walsh directed the advertising and publicity for the Hayman theatres in Niagara Falls and had been with the Hayman interests for 27 years.

Before joining Hayman, he was employed by M-G-M. Walsh was a member of Tent No. 7, Variety Club of Buffalo.

Philip Markell, 70

BOSTON, Sept. 6—Philip Markell, 70, retired president of Markell Sanitary Products, supplying theatres in this area, died yesterday at his daughter's home in Norwalk, Conn. He leaves his widow and a son, Joseph A. Markell.

May Take 8 Years For Toll Video to Get Going: 'Collier's

"Most experts don't expect an final decision on Toll TV until abou 1960," and it may take two to thre years after that for toll TV con panies to get going, it is surmised i a comprehensive report on the sul jeet in the current issue of "Collier's

The pro and con of pay TV presented by Bill Davidson, wh quotes, among the "pros," Barne Balaban, Samuel Goldwyn, Matthe Fox and E. F. McDonald, an among the "cons," Alfred Star David Sarnoff, Frank Stanton an Robert Kintner.

Credits Use in Canada

Telemeter's Paul MacNamara quoted as saying that if the FC approves toll TV, the first offerin will be top sports attractions for th 9,000,000 TV sets concentrated i the New York, Chicago and L Angeles areas. Thereafter, as sets ca be equipped with coin collection d vices, programs will progress to th better film reissues, to top foreig films and other features until t TV has an "audience" of 2,000,0 sets. At that point, MacNamara say "the dam will break."

The article reports that Telemete controlled by Paramount Picture will begin operations in Cana "soon" through Famous Players Ca adian. It points out that in this w thousands of Americans along th Canadian border may be getting t TV programs before the system is a proved here by the FCC.

Name Terrell Para. Charlotte Manager

Lawrence Terrell has been a pointed Paramount branch manag in Charlotte succeeding A. H. Dura resigned, it was announced in Ne York yesterday by Hugh Owen, vic president of Paramount Film Di tributing Corporation.

Terrell, who joined Paramount 1937 as accounting clerk in Cha lotte, successively became booker a office manager there. Since 1950 has been Atlanta salesman.



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▸ 16, 17½ & 35 mm tape interlock
▸ 16 mm interlock projection
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Billboards!

Giant posting campaign of the 24-sheet below in:

Atlanta	New Orleans
Baltimore	Omaha
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Dallas	St. Louis
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Newspapers!

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Dramatic ads in the following publications:

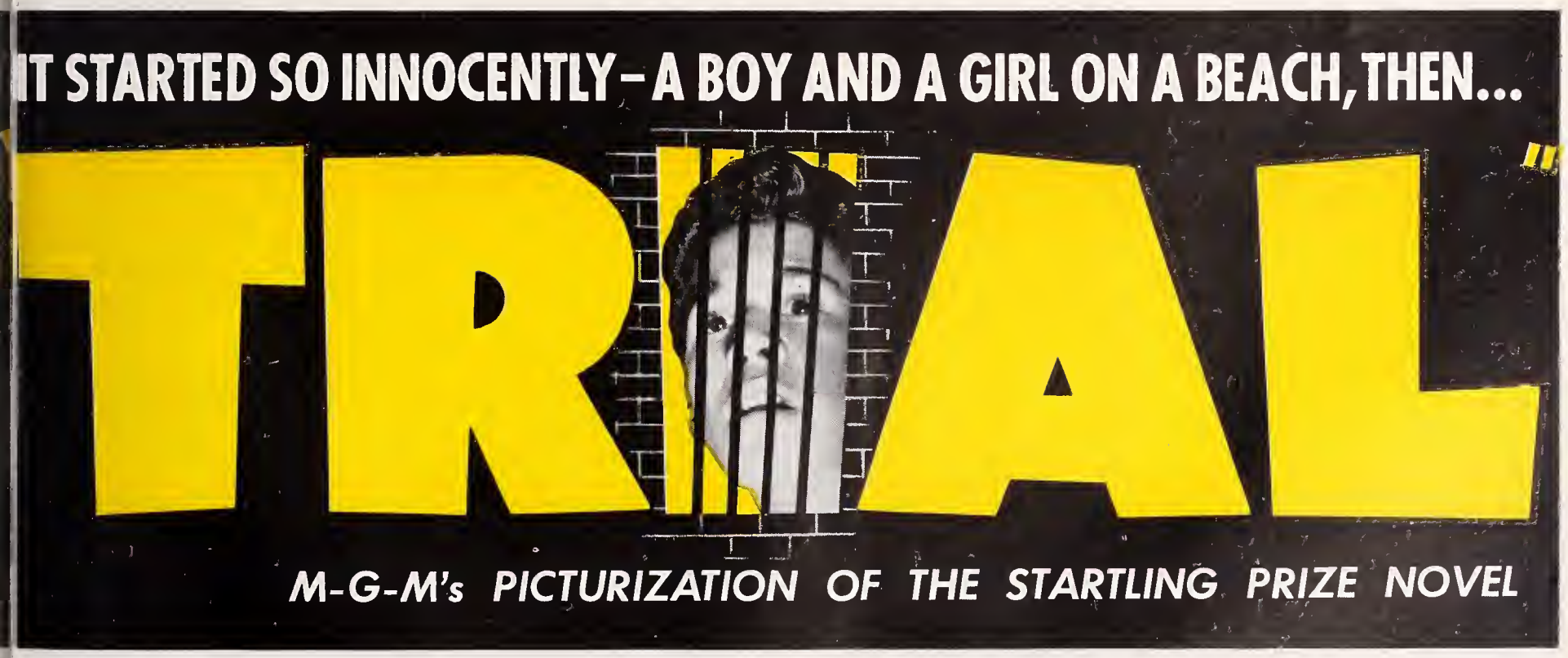
Life	Time
Look	Parents' Magazine
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Saturday Evening Post
American Bar Assn. Journal

Also "Lion's Roar" column in top national magazines and ads in all fan magazines. Total readership more than 150 millions.

Radio! TV!

Exciting radio spots and TV footage add countless millions to the record penetration for a great attraction.



Awards

(*Continued from page* 1)

a list of pictures scheduled for release in July, August and September. From this list they will be asked to make five additional nominations of best pictures, best performances and most promising new personalities, thus bringing the list of nominations up to 20 in each category.

These nominations will make up the ballot to be offered patrons during the Audience Awards election in November, with a blank space for write-in votes. It is expected that at least 8,000 theatres will hold these elections, at which theatre patrons will be asked to vote for one in each of the five categories. The winners will be announced shortly after the election at ceremonies in Hollywood.

Calls Popularity 'Tremendous'

On announcing the second nominations, Rhoden said that the Audience Awards election program was being received with "tremendous" enthusiasm by both the public and the nation's theatres. He said he and the sponsoring organization, the Council of Motion Picture Organizations, expects millions of patrons to cast their votes during the public voting period.

Rhoden, who is president of National Theatres, said that the "most promising newcomers" category was of important interest to theatre men and film producers, as the vote in this category will reveal public preferences regarding new personalities.

Odlum Delay

(*Continued from page* 1)

according to a company spokesman, plans to render a report to Atlas stockholders on the Geneva conference which he attended. Atlas, it was noted, has extensive uranium stock holdings. It is understood that preparation of the report will take a number of weeks.

The spokesman, at the same time, said there was "no significance" to the sale last Friday of 26,500 shares of RKO Pictures by Atlas. He stated that from time to time Atlas, which owns 973,500 shares of RKO Pictures, has "turned over" similar blocks.

At RKO Pictures' last stockholders meeting, Odlum informed holders that he expected to submit a reorganization plan looking toward the reactivation of the inactive company.

IFE Acquires

(*Continued from page* 1)

tion by stating: "This is the first step in activating I.F.E.'s policy of distributing only films of major importance. One of the ways of accomplishing this is to supplement our program of outstanding Italian films with outstanding product of other nations."

In making the announcement, Benjamin stated that I.F.E. had been selected for the distribution of the film because "it is uniquely qualified" to develop the handling and national distribution the film requires.

SECOND AWARDS NOMINATIONS

(*Continued from page* 1)

Best Male Stars

James Cagney in "Love Me Or Leave Me"
James Dean in "East of Eden"
Tom Ewell in "Seven Year Itch"
James Stewart in "Strategic Air Command"
Richard Todd in "A Man Called Peter"

Best Female Stars

June Allyson in "Strategic Air Command"
Leslie Caron in "Daddy Long Legs"
Doris Day in "Love Me Or Leave Me"
Marilyn Monroe in "Seven Year Itch"
Jean Peters in "A Man Called Peter"

Promising New Male Personalities

Ernest Borgnine in "Marty"
James Dean in "East of Eden"
John Derek in "Run For Cover"
Tom Ewell in "Seven Year Itch"
Fess Parker in "Davy Crockett"

Promising New Female Personalities

Betsy Blair in "Marty"
Marge Champion in "Three for the Show"
Terry Moore in "Daddy Long Legs"
Mary Murphy in "Hell's Island"
Mara Corday in "Man Without a Star" and "The Man from Bitter Ridge"

Boasberg Takes Over

(*Continued from page* 1)

mestic market, both in the field and in home offices, Mr. Boasberg brings added depth to the Paramount organization. We are happy to have him with us."

Present at the luncheon in addition to Weltner were: Barney Balaban, Adolph Zukor, Don Hartman, Paul Raibourn, Jerry Pickman, E. K. (Ted) O'Shea, Hugh Owen, Louis Phillips, James E. Perkins, Russell Holman, Sidney Deneau, James Richardson, Robert J. Rubin, Arthur Israel, Jr., J. William Piper, Sid Blumenstock, Al Fitter, Burt Champion, Herb Steinberg, Hiller Innes, Dr. L. J. Warshaw, and Henry Gordon.

New Color Process

(*Continued from page* 1)

film." Saying the process is "difficult to describe fully," Huston disclosed that the new color method requires the taking of a black-and-white print from the color negative, making of a black-and-white negative and the "marriage" of the original color and the take-off black-and-white negatives. It requires no special cameras, he added.

The feature will be finished in December, said Huston, who will leave here tomorrow for New York.

Flaherty President Of AFL Film Council

HOLLYWOOD, Sept. 6.—George Flaherty, international representative of the IATSE, today was elected president of the Hollywood AFL Film Council, succeeding Ralph Clare, business representative of the Teamsters Studio Transportation Drivers, Local 399. Henry C. Wadsworth, business representative of the Studio Utility Employes, Local 724, was named vice president.

Renamed were: Edwin T. Hill, treasurer; H. O'Neil Shanks, secretary; Pat Somerset, Albert K. Erickson, Clayton Thomason, trustees.

IATSE Publicists Local 818 was admitted to membership.

Allied Artists Eyeing

(*Continued from page* 1)

pictures and other product stated that discussions were now taking place between his company, which is headed by Nat Taylor, and Associated British Pathe on a producing venture in which the exterior of the contemplated film would be shot in Canada and the interiors in England.

Commenting on film business throughout Canada, Rosen said that despite a sound economic picture, theatre grosses have been "down" because of the rapid growth of television and the accessibility of U.S. shows to Canadian television set owners.

"The Canadian market contributes at present about seven per cent of the film's U.S. gross," Rosen said. "Over the past few years, this percentage has varied from four-and-one-half to eight per cent," he said. The percentage figure is now on a decline, Rosen indicated, because of TV's impact which is making "business tough" for distributors and exhibitors alike, especially in the Montreal area where suburban theatre business has been seriously affected.

Ask Pulitzer Prizes

(*Continued from page* 1)

committee has not recognized motion pictures "with substantial justification," Miner said that television is scarcely eight years old "yet in that time it has encouraged more original, more creative and more courageous thought than have pictures in half a century.

"But it is in a critical position; strong forees are being mustered to dampen that creativity and courage to enforce conformity, not with the standards of a national press or a free and vigorous theatre, but with the emasculated standards of motion pictures."

In backing the committee's non-recognition of films, Miner said: "The creative control of pictures has been wrested from the writers and has been vested in the director and producer. In only the most scattered and sporadic cases has creative writing been recognized or encouraged."

PEOPLE

Manny Herbstman, formerly wit Quigley Publications and Buena Vist has been named feature editor in th press and publicity department ABC-TV.

□

Kenneth Groot has been appointe local executive secretary of the Ame ican Federation of Television an Radio Artists, taking the place **Alex McKee,** who will continue acting national executive secretary u til a successor for the late **Geor Heller** is appointed. Grant has bee with the television organiation sin 1939.

□

George Phillip has been named a sistant manager of the Interstate Th atre Equipment Co. in Portland, Or

□

Mrs. Rose Lancaster has resigne from the Strickland Film Co., Atlant to join Bealand-King Films.

Wolfson Favors Ne Tax Repeal Drive

MIAMI, Sept. 6.—Mitchell Wolfs of Wometco Theatres here, a form president of Theatre Owners of Ame ica, is on record as favoring a ne Council of Motion Picture Organiz tions campaign to eliminate the Fe eral admissions tax, as proposed r cently by Sam Pinanski of Americ Theatres, Boston.

In a wire to Pat McGee of Coop Foundation Theatres, Denver, w served as co-chairman of the fi Compo tax repeal campaign, Wolfs said, "The industry needs comple relief (from the tax). We shou proceed in friendship and unity t ward that goal."

Several Allied States leaders are record as being opposed to anoth tax drive now.

Praises McGee

Wolfson also commended McG on his recent statement claiming major role for TOA in the earlier t repeal campaign. "You and Sa Pinanski," Wolfson said, "acting behalf of TOA, held steadfast your objective which was 'to sa the dying and then administer to t wounded.'"

Skouras, Zanuck

(*Continued from page* 1)

Scope circuit." Exhibitors playing t 20th-Fox product might otherwi find themselves in an embarrassi Quota position.

Sir Alexander Korda's "The De Blue Sea"—Britain's first full Cinen Scope production—had a rave rece tion from national and trade criti Korda, obviously, will be foremo among the British producers wi whom Skouras will treat.

Holiday

(Continued from page 1)

hief" at the Paramount is due to gister a thriving $60,000, with a ood $41,000 estimated for the first eek of "The Kentuckian" at the ayfair. A stimulating $66,000 is recast for the third week of "Love A Many Splendored Thing" at the oxy.

The 11th week of "Summertime" the Astor is indicated to register healthy $26,000, while a fine 29,000 is seen for the third week "Pete Kelly's Blues" at the Victoria. A lively $29,000 is expected r the second week of "You're Never oo Young" at the Criterion, while nice $30,000 is estimated for the ird week of "Ulysses" at the Globe.)ne Desire," featured with vaudelle at the RKO Palace is due to t a satisfactory $30,000.

A Draws Over $200,000 or 'Marty' at Sutton

United Artists' "Marty," the Hecht-ancaster production that has estabhed itself as the greatest money-aking picture in the 21-year history the Sutton Theatre, will have rned more than $200,000 in film ntals at the New York showcase hen it enters its sixth month there Sunday, it was announced yesrday by William J. Heineman, UA ce-president in charge of disbution.

'olden Laurel Award 'o Jap Film, 'Ugetsu'

EDINBURGH, Sept. 6.—"Ugetsu," Japanese film presentation, was seted as the 1955 recipient of the olden Laurel Award, presented anually by David O. Selznick to the otion picture, other than an Amerin one, making the greatest conbution to international goodwill and derstanding.

alvan of 'Voice' oins Col. Int'l

Fernando F. Galvan, acting chief ws editor of the "Voice of Ameri-" in Washington, has resigned to in Columbia Pictures International orp. as assistant to Lawrence H. pskin. Lipskin is in charge of pubity, advertising and exploitation for e overseas motion picture distribun company, with the title of astant to the president.

MITCHELL MAY, Jr. CO., INC.

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•

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in requirements of the

Motion Picture Industry

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Television--Radio

with Pinky Herman

IT WAS ABClever of them to bring back next Tuesday at 9:00 P.M. for his third year "Make Room for Daddy," with Danny Thomas doing a "Davy Crockett routine." Besides promising a zany plot, it also provides another plug for the sensational Walt Disney program. . . . Announcer Nelson Case, who owns a summer home in E. Stroudsberg, Pa., (fortunately situated on a hill) started his trek to New York for "Masquerade Party" that Sunday via a rowboat. . . . NBC has a potential star in Bobby Nicholson, "Mr. Nick" of the "Howdy Doody" series. Bobby, who plays a variety of instruments and is a versatile mimic, just completed a two-week stint as guest emcee on "The Morning Show" (NBC-Radio). . . . Robert Greenberg, MCA-TVeep in charge of Western station sales, has assumed additional duties as Western sales manager, succeeding Hank Long, who is the new sales manager of the mid-Eastern regional sales, working out of Cleveland. . . . Bill Adler, who left the post of director of special projects for WRCA and WRCA-TV Aug. 8 last to join WABD, has been promoted to director of programs. While at WRCA Bill also wrote and produced the "Tex & Jinx" radio and TV shows.

☆ ☆ ☆

Dr. Frances Horwich's great NBChildren's "Ding Dong School" will start its fourth year on the network October 3. "Miss Frances," who earlier this year was promoted to the official NBC faculty when she was named national supervisor of children programs, moved to New York in June and in addition to "D.D.S." has been conducting classes for parents, "Parents Time with Miss Frances." . . . Ella Logan is proving herself a real PAL for in the midst of packing and last-minute details for a trip to Europe Monday, she will guestrill Saturday for the Police Athletic League over WNYC. . . . Irv Sheib's Q. Q. Title Co., celebrating its 40th anniversary in the film industry and a decade in TV. Irv just landed the MCA "Stage Star" account sponsored by Pond's and Campbell's. . . . CBS is dropping as of September 26, "Mr. Keen, Tracer of Lost Persons." We cannot understand this CBStep inasmuch as this fine radio series consistently maintained a high degree of popularity year after year and only last week a poll of teen-agers extensively conducted by the New York Herald-Tribune in the metropolitan area, revealed that this program, starring Phil Clarke, is second only to "Baseball" in popularity, well ahead of programs budgeted many times that of "Mr. Keen."



Dr. F. Horwich

☆ ☆ ☆

General manager Ted Cott reveals some interesting WABData, namely the acquisition for the new season of a roster of talent and product including Tex McCrary, who'll start a five-times-a-week news commentary (7.15-7:30 P.M.) followed daily by Mike Wallace's News for Bond Clothes. Ken Roberts will host a new "Four in One" film show series as of Sept. 26 and Johnny Olsen will usher in a new daily at noon children's program, "Johnny Olsen's Fun House." On Thursday, Sept. 22 (7:30-8:00 P.M.) Guild Films' "The Goldbergs," telefilm series starring Gertrude Berg, will make its local debut followed by CBS-TV Films' "Long John Silver." Presenting a new concept in children programming will be the start, Sunday, Sept. 25 of a new weekly series, six solid hours of moppet shows (12:00-6:00 P.M.) emceed by Sandy Becker, "Looney Tunes" host, and produced by Clara Heller.

☆ ☆ ☆

Genial Joe Franklin, whose "Memory Lane" ABC-TVchicle has been a local favorite for several years, has been named to "host" "Road of Romance" film series which immediately precedes his film-chatter-platter-guest-interviews program. New set-up has Franklin on the channel from 3:00 right thru to 4:00 P.M. daily. . . . With Vince Scully, its host, "Junior Champions," a Gross-Baer package, will return to WRCA-TV, Saturday, Sept. 17 as a weekly feature for Robert Hall Clothes. The oft-honored program will originate at athletic clubs, PAL clubs and other sports centers in the N. Y. metropolitan area and is enthusiastically supported by numerous civic and educational organizations. . . . Joseph M. McDaniel, Jr., secretary of the Ford Foundation, has become chairman of the Guild Films advisory committee on new business and corporate expansion.

National Pre-Selling

"TO HELL AND BACK" has been chosen as Picture of the Month by Florence Somers for the September issue of "Redbook." She says, "Audie Murphy makes screen history when, for the first time, a hero plays himself."

•

"Girl Rush," by virtue of an interview with its star, Rosalind Russell, is the recipient of a substantial plug in the September issue of "McCall's." The interview appears in the department titled "Inside 'McCall's,'" and was written by Harrison Kinney.

•

The star of "Neopolitan Carousel," Sophia Loren, is pictorially profiled in the September 16 issue of "Collier's." A beautiful full-page color photo, and others taken on location in Sorrento, Italy, illustrate the article.

•

"Happy Star" is the title of the profile of Shirley MacLaine in the September issue of "Seventeen." She has important roles in both "Artists and Models" and Alfred Hitchcock's "The Trouble With Henry".

WALTER HAAS

The significant developments in television and their meaning . . .

Every Monday in

Television Today

Right at the start of the week—through an interpretive new style of trade paper journalism — this concise report of the significant news and events keeps you posted quickly and easily.

Television Today

Published every Monday in conjunction with *Motion Picture Daily*

Memo to D.F.Z.
Thanks for "The Girl in the Red Velvet Swing." We've just looked at it in rough-cut and it's everything you predicted . . . and more! We're making it available in October.





THE RISE, THE FALL OF EVELYN NESBIT THAW

THE GIRL IN THE RED VELVET SWING

FROM 20th CENTURY-FOX in CINEMASCOPE® COLOR by DE LUXE

RAY MILLAND · JOAN COLLINS · FARLEY GRANGER in "THE GIRL IN THE RED VELVET SWING" with Luther Adler · Cornelia Otis Skinner · Glenda Farrell · Frances Fuller · Philip Reed · Gale Robbins · Produced by CHARLES BRACKETT · Directed by RICHARD FLEISCHER · Written by WALTER REISCH and CHARLES BRACKETT

"it's a pleasure to do business with 20th!"

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 48 NEW YORK, U. S. A., THURSDAY, SEPTEMBER 8, 1955 TEN CENTS

By Both Sides

Toll TV Reply Deadline Set For Tomorrow

Hearings to Follow Final Report by FCC Division

After a comparative lull in the controversy over the possible status of subscription television, the issue is due to break out into the open again with the deadline tomorrow for the filing of replies to the comments previously submitted to the Federal Communications Commission by the pro and anti elements. As of late yesterday, only the Columbia Broadcasting System had filed its replies, but the other interested parties are

(*Continued on page 6*)

Compares Book to Needed Film Fans

The extensive audience needed for successful motion picture as compared to a popular book was pointed out here yesterday by Don Mankiewicz, author of M-G-M's "Trial," who questioned the pre-sold book trade concept.

Mankiewicz, in his exposition, maintained that a good popular novel reaches about one out of every 10,000 persons in the U. S.; hardly sufficient for a $2,000,000 to $3,000,000 picture budget based on such a

(*Continued on page 6*)

MPTE Will Honor Disney, Two Others

Three outstanding contributors to the motion picture industry will be awarded honorary membership in the Society of Motion Picture and Television Engineers, it was announced by the society's president, Dr. John G. Frayne. On Oct. 4 as part of the 78th convention activities, the SMPTE will honor Walt Disney, André Debrie, president of Établissements André Debrie, Paris, and John A. Capstaff, head of the photography department of the research laboratory of Eastman Kodak until his retirement to San Diego in 1954.

Cites Role of Martin Quigley

Story of Production Code Is Told in 'Will Hays' Memoirs'

Self-regulation in the motion picture industry is a central theme of "The Memoirs of Will H. Hays" (Doubleday; 600 pages; $7.50). The book just published recounts the career of the former president of the Motion Picture Producers & Distributors of America as politician in Sullivan, Ind., as Postmaster-General of the United States, and as the so-called "czar" of the film industry from 1922 to 1945.

Hays, who died last year, pays sincere tribute to Martin Quigley for the authorship of the industry's Production Code and for his labors for its adoption by the members of the M.P.P.D.A.

"On a summer day in 1929," Hays writes, "I was alone in my New York headquarters thinking about these matters (the need for a spelling out of moral principles) when I received a phone call from Martin Quigley in Chicago. He said he would be in New York the next day and wanted to see me. . . . He was a friend of many years . . . a publisher of outstanding success and exceptional moral and intellectual quality who had demonstrated his devotion to our industry more than once. . . .

"I say that I had been yearning for a *corpus* of philosophy; but it was Martin who had committed its premises to paper, and he showed me a rough draft. . . . This was the very thing I had been looking for. . . . Martin said he had been giving the matter serious attention all summer; that ever since the sound picture had become permanent he had felt the need for something more comprehensive than the current 'rules'. So he had attempted to crystallize the principles upon which the rules were based—in fact, on which all moral laws are based. Fundamentally, he explained, these are the Ten Com-

(*Continued on page 2*)

19 from Col. Nov.-April

Columbia Pictures has tentatively set 19 motion pictures, three of them in CinemaScope, for domestic release between November and April, 1956, it was learned here yesterday.

The three CinemaScope and color by Technicolor productions are "The Last Frontier," set for January re-

(*Continued on page 6*)

Advertising Budget Of $250,000 Is Set By AAs' TV Unit

Television Today.. Interstate Television Corp., a wholly owned subsidiary of Allied Artists Picture Corp., will allocate $250,000 for advertising expenditures within the next 12 months, it was announced here yesterday by president G. Ralph Branton, following a

(*Continued on page 6*)

CBS Files Reply Comments

FCC Asked to Dismiss Petitions Of Pay-As-You-See TV Advocates

Columbia Broadcasting System yesterday filed with the Federal Communications Commission its reply to comments on pay television stating that the advocates' original comments confirm the CBS position that pay television is inherently adverse to the public interest. CBS, therefore, urged the Commission promptly to dismiss the pending petitions.

In its reply, CBS showed that even the statements of the advocates of pay television demonstrated conclusively that pay television would black out free channels, compel the public to pay for the same programs they are now getting free and deny television to the very families who now make the most use of it.

CBS called the claims of pay tele-

(*Continued on page 6*)

Expansion Move

Cinerama, Inc. Plans First on Atomic Energy

Reeves Company Enters Field of Production

The first in a series of planned Cinerama productions by Cinerama, Inc., will be about the peace-time uses of atomic energy, it was announced here yesterday by Cinerama, Inc., president Hazard E. Reeves.



Hazard Reeves

The atomic Cinerama picture will be "the start of a dynamic plan" to develop Cinerama, Inc., the company which holds the patent rights to the process, Reeves stated. The picture will be made with

(*Continued on page 2*)

More Film Exports to Italy Is Arnall Aim

From THE DAILY Bureau

WASHINGTON, Sept. 7. — Ellis Arnall, president of the Society of Independent Motion Picture Producers, today said he hopes to work out late this month final details of a film agreement for the importation into Italy of films produced by SIMPP

(*Continued on page 3*)

Old Portland Theatre Giving Way to Garage

Special to THE DAILY

PORTLAND, Ore., July 7. — The three-story building housing the Blue Mouse Theatre, an entertainment landmark since 1912 and scene of Portland's first showing of a "talking picture," will be demolished shortly to make room for a garage, thus removing another 300 seats from the theatre area, according to H. L. Forsythe, house manager.

PERSONAL MENTION

JOHN FLINN, Allied Artists advertising-publicity director, has arrived in New York from the Coast for a 10-day stay.

•

NAT LEVY, RKO Radio Eastern-Southern division manager, will return to New York tomorrow from Philadelphia.

•

BERNARD JACON, I.F.E. Releasing Corp. vice-president in charge of sales, is in Denver today from New York.

•

MEL BELLERINO, senior casting director for M-G-M, will return to New York from London today via B.O.A.C.

•

OTTO KOEGEL, 20th Century-Fox chief counsel, left here yesterday for London by plane.

•

PHILIP GERARD, Universal Pictures Eastern publicity manager, has returned from a vacation.

•

J. CUEVAS, manager of the Westrex Company, Brazil, is in New York from Rio de Janeiro.

'Hell' Strong in 3 Pennsylvania Dates

"To Hell and Back," Universal-International's CinemaScope production based on the autobiography of Audie Murphy, World War II hero, is showing strength in three Pennsylvania situations following pre-release openings in Texas, the company reports.

In its first four days at the Mastbaum Theatre in Philadelphia the film grossed $37,221, while at the Earl Theatre in Allentown, for the same period, the take was $6,048. The film registered $2,001 for its first four days at the Columbia Theatre in Bloomsburg.

Funeral Rites Today For Franklyn Warner

HOLLYWOOD, Sept. 7. — Private funeral services for Franklyn G. Warner, veteran film man, who succumbed yesterday, will be held tomorrow at Forest Lawn Memorial Park. A former exhibitor, he founded and was president of Fine Arts Pictures in 1938.

Walter Gould Services

Funeral services for Walter Gould, former foreign manager of United Artists who died here suddenly Monday night, will be held at 12:45 p.m. today at Riverside Memorial Chapel, 76th Street and Amsterdam Ave. Burial will be private.

"Will Hays' Memoirs"

(Continued from page 1)

mandments and the Natural Law which is written into the heart of every human being of sound reason and morals. However, feeling that he was a newspaperman and a film man, but not primarily a moralist, he had had some preliminary talks with a friend whom he respected, the Reverend Daniel A. Lord, S.J.

"As far as I was concerned, both men were supremely qualified for the studies which they had undertaken voluntarily in the public's interest.

"For the remainder of the summer we three were in constant communication. . . . I made a quick trip West to sound out Hollywood sentiment . . . and in nearly every case got a favorable reaction. It was surprising how strongly a code with dimension and depth appealed to everyone. . . .

'Affirmative Rather than Negative'

"The Code was nearly ready, and when I saw it I was delighted. What made it distinctive was that emphasis was placed upon rational considerations, with a minimum of prohibitive "don'ts." It was affirmative rather than negative, constructive and not inhibiting. Some years after its adoption it was remarked by hostile critics that since its original authors had both been Catholics—and one a Jesuit priest—the Code must necessarily be considered a Catholic instrument designed to force Catholic theology on the screen. Nothing could be more absurd. . . . They had merely assumed that while motion pictures are primarily entertainment, they cannot escape the responsibility of affecting the thought of those who see them. . . .

"Early in January of 1930 . . . I went to Hollywood (to present the Code to the Motion Picture Producers Association). . . . When the time came to check the committee's conclusions with the "Reasons Underlying the Code"—an integral part of the document—we needed both Martin Quigley and Father Lord. Through three lively and sleepless sessions Martin propounded the theory and answered questions to the satisfaction of all concerned."

Later in his memoirs, Hays tells of the industry troubles during the depression, the difficulties of enforcing the Code, and violations which led to formation of the Legion of Decency.

Breen's Cooperation Cited

". . . I learned," he recounts, "that Martin Quigley, as co-author of the Code had been invited to attend the sessions (of the Bishops Committee on Motion Pictures) as a guest of Archbishop McNicholas. I asked him to lunch with me and a few of our company heads at the Harvard Club, and we there asked him if he would act as the official representative of the organized industry at the conference. . . . I knew we could trust Martin's judgment; he knew industry problems as well as we—and Catholic bishops much better. . . . It was agreed that Joe Breen would accompany Martin to explain the Code enforcement and the new powers we had invested it with. . . .

Code the Only 'Yardstick'

"There was nothing to do but wait. . . . Then they told their news . . . the war had been called off. . . . The bishops announced that the Legion of Decency would continue to solicit pledges but that theatres showing decent films had nothing to fear. The films had to be decent. The yardstick was nothing new—just the Code that we had had for four years. All they asked was that the industry live up to it. . . .

"We had finally reached our goal: a reasonable code that could be enforced by the will of the majority."

Study Further Use Of Gov't Studios

WASHINGTON, Sept. 7.—The Defense Department is making a survey of its motion picture studio to determine how much—if any—of its film production should be turned over to commercial studios.

The survey is the direct result of a Hoover Commission recommendation that the department get out of commercial type activities that private industry could do better.

Neither the Commission nor its task force in the field specifically recommended that the department give up its studios. Both merely included the studio operation in a long list of commercial type operations which they felt the department might conceivably turn over to private industry.

Coast Workers' Pay Rose During July

HOLLYWOOD, Sept. 7. — The average weekly earnings of motion picture workers jumped to $133.18 during July, an increase of $5.93 over the June earnings of $127.25, according to the Division of Labor Statistics and Research of the State Department of Industrial Relations. The July, 1954, weekly average figure was $132.20.

Lopert Honored

VENICE, Sept. 7. — The Italian Government today conferred the title of Cavalier of the Italian Republic upon Ilya Lopert, producer of "Summertime," for his contribution to Italo-American film relations and for stimulating Italian tourist interest.

82% of Booth Space Sold for TOA Show

Eighty-two per cent of the avail booth space has been sold for equipment-merchandising trade s which will be held in connection the Theatre Owners of American vention in Los Angeles. This was ported yesterday by Orkin Exposit Management which is handling show's details.

The exhibits will be opened mally on Oct. 6 when E. D. Ma TOA president, will cut the 35 film ribbon. The show will through Oct. 9.

Cinerama

(Continued from page 1)

the technical assistance of the At Energy Commission, he added.

Reeves explained that his com entered the Cinerama production due to Stanley Warner's failur produce three Cinerama produc in two years as stipulated in "exclusive rights" contract with erama, Inc.

The Cinerama, Inc., presi stressed his belief that there mus more Cinerama productions to "ju opening up more Cinerama theat His company, he stated, under present arrangement with SW col 10 per cent of the profits from th operations after certain costs, a which, he added, there is "an counting problem."

Reeves stated that present call for a Fall 1956 release of peace-time atomic Cinerama fil be produced by Grant Leenh Cinerama, Inc., vice-president. houts, in a separate statement, a that present plans include filming picture in 35mm. also, to be dis uted in non-Cinerama areas of world. Actual filming already has gun, it was added.

SW officials could not be rea for comment.

Goldwyn, Jr., Title

"Man With the Gun" has selected by Samuel Goldwyn, Jr the title of his first picture, U Artists announced.



MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. F Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor. Telephone HOllywood 7 Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a ye a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as se class matter Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies

PEOPLE

lliott Witt, Carl Cooper and Steve dy have been named to a com- ee to obtain a site and architec- l plans for an office building in ywood which would house the on Picture Permanent Charities mittee.

¤

arl Adams has taken over the agement of the Nash-Watters ily Drive-in Theatre in Faribault, n.

¤

eorge Manos, president of the os Amusement Co. of Toronto, which operates 12 theatres and e drive-ins, is building a fourth oor theatre at Malvern, O. It will 500-car capacity lot.

¤

. S. Barber, for some years in the land, Ore., theatre-equipment , has become a partner with John eterson in the Interstate Theatre ipment Co. in Portland. Inter- will shortly establish a Wash- on headquarters in Seattle with er as manager.

¤

dney Rubin has been appointed tor of the licensing department BS Television. Prior to his ap- tment, Rubin was with the Na- l Broadcasting Co., where he had manager of the licensing division January, 1953.

rnall

(*Continued from page 1*)

ibers. Arnall is here for confer- s today and tomorrow with gov- ment officials on his coming trip England, France and Italy. He s to leave New York Monday for land.

here he'll confer with Motion Pic- Association president Eric John- on the line they'll take in the ing talks on a new Anglo-Amer- film agreement, and then will part in the negotiation of that ement.

llowing that, Arnall will go to ce to "discuss numerous little lems we've been having with the ch," and then to Italy to try and into final shape an import agree- t for SIMPP members.

his will cover all phases of the lem, including the number of , the amount of remittances, the of blocked money and other ects.

rnall met with State Department ials today, and said he plans to with Federal Trade Commission other Government officials tomor- He'll return to Atlanta before g to New York for his flight to ope.

ABC's John Wilkinson

Sees No Threat to Films From UK Television Shows

Unless there is an improvement in the caliber of the programing of Great Britain's commercial television, there is "no threat" from the medium to the motion picture business, according to theatre manager John W. Wilkinson of the Haymarket Theatre in New Castle-On-Tyme, who yesterday reported that business at Associated British Cinema, Ltd., houses "is all right."

Wilkinson and his wife are visiting the United States as guests of Stanley Warner Corp. He was named "Champion Manager of the Year" of the ABC circuit and his trip here was the contest prize.

Expects 'Slight Dent'

The British theatreman said that it is expected that "the novelty of commercial television will make a slight dent in theatre patronage, but unless the caliber of telecasting improves, the industry has nothing to worry about." Wilkinson reported that theatre business this year is on a par with the good business enjoyed during 1954. He said that the exceptionally good weather had "boosted" theatre business in some instances.

Discussing theatre operations, Wilkinson said that his Newcastle theatre, which is equipped for CinemaScope product, plays Warner Brothers, M-G-M and British Lion films. He said his theatre patrons seem to like U. S. musicals and British comedies best of all. The ABC manager, who will be promoted to an executive capacity upon his return to London on Monday, said that the Haymarket Theatre manages to present three to four complete shows daily with each show averaging three hours and 15 minutes, including about six minutes of screen advertising by the local merchants. Wilkinson said that prices at the Haymarket range from 24 cents to 56 cents, U.S. value.

The ABC managers contest is a reciprocal one, with Stanley Warner hosting the British winner each year —and right now, the various zones of the SW circuit are picking their annual winner, who will go to London as the guest of Associated British Cinemas, with a two-weeks' vacation for two, as a prize.

Add Nixon to Pitts. Title Bout Theatres

PITTSBURGH, Sept. 7.—The Nixon Theatre, the city's sole legitimate house, yesterday announced that it will televise the Marciano-Moore bout on Sept. 20. In addition, the 1,700 seat house will also spotlight an extra performance of the Fred Waring musical, "Hear! Hear!" which will be the house's attraction that week.

The Waring show will be presented at 7:30 p.m. with the bout due at 10:30. All seats will sell for $6.60 for the double attraction.

The Penn, Harris, Stanley and Enright theatres have long been sold out for the fight. The Stanley Warner Corp. has just about decided to drop its proposed fight train to Cleveland where it claims that there are still plenty of ducats left in the 3,000-seat Allen Theatre. Stanley Warner officials said that there were many calls, but not enough to justify the special trip at $10 per person.

E. M. Loew Opens Bridgeport Drive-In

HARTFORD, Sept. 7.—The E. M. Loew Theatres circuit has opened the newly-built $200,000, 600-car capacity Candlelite Drive-In Theatre at Bridgeport, Conn.

Bruno Weingarten, formerly manager of the Norwich-New London Drive-In, at Montville, has been named resident manager by George E. Landers, the circuit's Hartford division manager.

Telemeter Offering Closed Circuit Plan

Television Today.. International Telemeter Corp. of Los Angeles, a subsidiary of Paramount Pictures, is offering packaged closed-circuit television broadcasting systems for small community TV stations, it is announced.

The new line of low-cost camera chains and low-power transmitters supplements the broad-band amplifiers and attendant equipment manufactured by the Ampli-Vision division of International Telemeter, for use in conjunction with community TV stations, industrial TV systems, hotel, motel and apartment house TV installations, it was said.

The latter equipment is being distributed nationally under an agreement signed a few months ago with Graybar Electric Co., via its 19 regional offices and 120 branches.

Universal Dividend

The board of directors of Universal Pictures, at a meeting yesterday, declared a quarterly dividend of 25 cents per share on the common stock, payable on Sept. 29, to stockholders of record on Sept. 17.

Decca Dividend

Directors of Decca Records, Inc. yesterday declared a regular quarterly dividend of 17½ cents per share on the company's capital stock, payable on Sept. 30, to stockholders of record on Sept. 19.

. . . NEWS ROUNDUP

Coast TV-Writer Talks On

The Writers Guild of America has opened negotiations in Hollywood with the NBC, ABC and CBS networks on a contract covering free-lance writers employed in films-for-television.

■

"Eileen" Bows on Water

"My Sister Eileen," Columbia's CinemaScope - Technicolor musical, will have its world premiere today aboard the "Queen Elizabeth" en route from Southampton to New York. The European premiere of the film will take place in London, Sept. 22, and will open here at the Victoria Theatre following the run of "Pete Kelly's Blues."

■

New Ohio Drive-In

George Manos, president of the Manos Amusement Company, opened the new 500-seat Skyway Drive-In last weekend, near Malvern, Ohio. Manos operates three other drive-ins and twelve conventional houses in the Cleveland exchange area.

■

Portland Plaza Sold

The Plaza Theatre at 21st and Hawthorne, Portland, Oregon, has been sold to S. W. Pierce after having been operated for the past year by Mr. and Mrs. McKenzie.

■

Kipnis Buys Florida Hotel

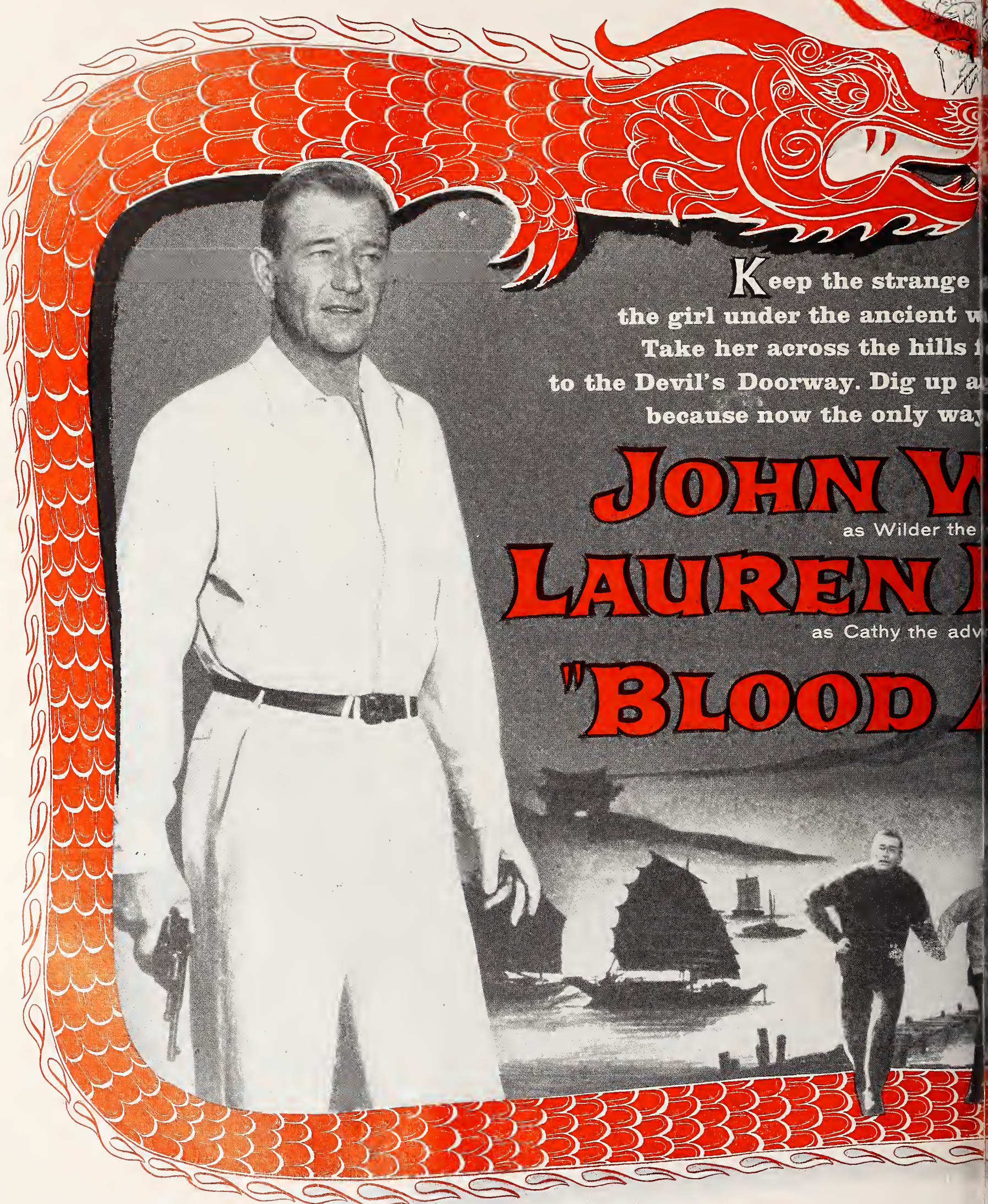
Irving Kipnis, former New York real estate and motion picture distributor, took over the Roney Plaza Hotel, Miami, in a $49,500,000 deal this week. Kipnis acquired the 30-year-old Miami Beach landmark from J. Myer Schine on a 99-year lease.

100 Attend Kelly Farewell Luncheon

William D. Kelly, eastern studio representative for M-G-M, who is retiring after 37 years with the company, was tendered a farewell luncheon yesterday by some 100 home offices associates at the Hotel Piccadilly here. Si Seadler acted as master of ceremonies and presented Kelly with an Eastman slide projector and screen.

Seated on the dais were Arthur M. Loew, Charles M. Reagan, Howard Dietz, Morton Spring, Edward M. Saunders, Peggy Kelly, John Murphy, Eugene Picker, Richard A. Hanker and Haven Falconer. Telegrams were read from Nicholas M. Schenck, Charles C. Moskowitz, and other executives.

FORMOSA STRAITS! A
ON THE WAY FRO



Keep the strange
the girl under the ancient w
Take her across the hills f
to the Devil's Doorway. Dig up a
because now the only wa

JOHN W

as Wilder the

LAUREN

as Cathy the adv

"BLOOD A

CINEMASCOPE WARNERCOLOR STEREOPHONIC SOUND

with PAUL FIX · JOY KIM · BERRY KROGER · MIKE MAZURKI · A

STORY AND SCREEN PLAY BY A. S. FLEISCHMAN A BATJA

ENTURE HEIGHTS!
ARNER BROS!



DIRECTED BY WILLIAM A. WELLMAN PRESENTED BY WARNER BROS.

TRADE SHOWS SEPT. 20th

ALBANY
20th Century-Fox Screening Room
1052 Bway. • 2:00 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.

BOSTON
20th Century-Fox Screening Room
115 Bway. • 2:00 P.M.

BUFFALO
Motion Pict. Operators Hall
498 Pearl St. • 8:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th • 2:00 P.M.

CLEVELAND
20th Century-Fox Screening Room
2219 Payne Ave. • 2:00 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Ogden Theatre
2:00 P.M.

DES MOINES
20th Century-Fox Screening Room
1300 High St. • 12:45 P.M.

DETROIT
Film Exchange Screening Room
2310 Coss Ave. • 2:00 P.M.

INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. • 1:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 10:30 A.M.

LOS ANGELES
20th Century-Fox Screening Room
1620 W. 20th St. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 3:00 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
20th Century-Fox Screening Room
1015 Currie Ave. North • 2:00 P.M.

NEW HAVEN
Warner Theatre Projection Room
70 College St. • 1:30 P.M.

NEW ORLEANS
20th Century-Fox Screening Room
200 Liberty St. • 2:00 P.M.

NEW YORK
Home Office
321 W. 44th St. • 2:15 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 10:00 A.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:30 P.M.

PHILADELPHIA
Universal Screening Room
251 No. 13th St. • 2:00 P.M.

PITTSBURGH
RKO Screening Room
1811 Blvd. of Allies • 1:30 P.M.

PORTLAND
21st Ave. Theatre
616 N.W. 21st Ave. • 2:00 P.M.

SALT LAKE CITY
20th Century-Fox Screening Room
316 East 1st South • 1:00 P.M.

SAN FRANCISCO
Republic Screening Room
221 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Modern Theatre
2400 Third Ave. • 10:30 A.M.

ST. LOUIS
Screnco Screening Room
3143 Olive St. • 1:00 P.M.

WASHINGTON
Warner Theatre Building
13th & E. Sts. N.W. • 10:30 A.M.

REMINDER FROM COMPO: DID YOU MAIL YOUR NOMINATIONS FOR AUDIENCE AWARDS?

AA Budget

(Continued from page 1)

company sales meeting at the Hotel Warwick.

Branton said that the outlay of $250,000 represents "by far our most ambitious advertising program to date. It is in keeping with the expansion plans of our television company and is an expression of our confidence in the future."

Lloyd Lind, Interstate general sales manager, who presided over the meeting, announced that "The Little Rascals," a TV-film package produced by Hal Roach, has been sold in 110 major markets and that commercial tie-ups on the series are under way.

Toll TV Reply

(Continued from page 1)

expected to submit their documents today and tomorrow.

Under present plans, the rules and standards division of the FCC will study all the reply filings and then make a formal report to the commission. Although public hearings are expected to be held following the formal report, FCC officials have indicated that it may be several years before a decision will be made.

Comments on both sides of the issue were invited by the FCC last February so that commission could have a basis for its future and all-important decision.

Toll TV Advocates' Petitions

(Continued from page 1)

vision proponents that they would present new and better kinds of programs so vague and general that they should be disregarded. It said: "The American system of television, whatever its defects, is by universal admission the best in the world. This is why the proponents of pay television, after they have polished the glitter on their generalities, are reduced to talking about sports events, motion pictures and dramatic presentations, precisely what the American public is getting at the present time and precisely what is coming to the American people in improved quality and from more diversified sources every day that goes by."

Calls Charges 'Onerous'

CBS further said: "It is now suggested that the entire present system of television be subverted, that the American people be made subject to a system of charges more onerous than any system of government-taxed television ever contemplated and that, in effect, the baby be thrown out with the bath water. . . ."

The network contended that all the so-called limitations suggested by the pay television promoters to keep television free and to make pay television an additional service were either insincere or unrealistic, or both. It stated that pay television would inevitably spell the end of free, unrestricted viewing during all the hours when most people watched the most.

CBS sharply took issue with the suggestion that pay television should be given a trial since it would fail if it were not supported by the American people. CBS pointed out, however, that the most that such an authorization could prove was that there might be a minority of people in the United States who could afford to pay for programs and thereby make pay television profitable for its operators. CBS said: "All that it would prove is that if someone got the right to charge admission to what had hitherto been a public picnic ground, enough hungry people might need a place to eat badly enough to make the enterprise of charging admission an extremely profitable one. This would be true even though fewer people could use the picnic ground and even though the people who were excluded from it might be those who were in need of its facilities most."

Questions Legality of 'OK'

The company re-affirmed its serious doubts about the legal power of the Commission to authorize pay television as constituting another reason why the Commission should reject the proposals.

19 from Col.

(Continued from page 1)

lease, "Tanbourine" in Mareh, a "Picnic," the company's Easter relea in April.

The Columbia releases for Nover ber are: "Queen Bee," "Three Strip in the Sun" and "Teen Age Crin Wave"; December, "The Lawle Street," "The Crooked Web" a "Hell's Horizon"; January, "Insi Detroit"; February, "Survivor Tw "Joe Macbeth," "Houston Story" a "Fury at Gunsight Pass"; Marc "Battle Stations," "Uranium Boom April, "Overexposed," "Flying Sa cers" and "1984."

Compares Book

(Continued from page 1)

book which must be sold to a mu more extensive audience to make production economically sound.

Mankiewicz said he got the id for "Trial," which tells, in part, the Communist Party's exploitation a judicial situation, after followi the party's exploitation of the Rose berg case.

Plan Bolivar Film

Robert and John Keljekian will leaving shortly to confer with t President of Bolivia on a propos picture to be made in Bolivia on t life of the South American liberat Simon Bolivar.



seventeen salutes the bold, adventurous frontiersmen who made America great!
selects their story as October's best Picture of the Month!

THE KENTUCKIAN

starring Burt Lancaster
also starring Dianne Foster & Diana Lynn
a Hecht-Lancaster production
released thru United Artists in Cinemascope
print by Technicolor

THE BOXOFFICE SAGA OF



ULYSSES

COLOR BY TECHNICOLOR

GROWS IN EXCITEMENT!

Third Week Equals Sensational Second Week at Globe, New York! Broadway Run so Outstanding that Bookings are Rolling in to Print-Capacity. Philadelphia, Washington, San Francisco, Cincinnati Next. Then in Early October, Area Bookings in Boston, Buffalo, Miami and Detroit. Get YOUR Date in Soon!

PARAMOUNT'S LATEST BLOCKBUSTER BUSTS INTO PRINT LIKE THIS:

"Action to satisfy lovers of excitement!"— N. Y. Post
"Greatest adventure story of the western world."— Time Magazine
"Month's Best Bet!"— Redbook



WITH APOLOGIES TO DR. GALLUP!

A survey of 15,500 persons, male and female, in 52 cities, large and small, shows that Samuel Goldwyn's "GUYS AND DOLLS" has the greatest advance want-to-see interest of any picture since "Gone With The Wind."

THEY WANT TO SEE "GUYS AND DOLLS"
(*Here are the Survey Results*)

	MALE	FEMALE
1. Have you heard of "Guys And Dolls"?	YES! 95.5%	89%
2. Did you hear it was being filmed?	YES! 64.8%	60.3%
3. Can you name any member of cast? (They named one or more.)	YES! 45%	38.7%
4. Did you see the play?	YES! 26.1%	29%
5. Anxious to see movie?	YES! 90.7%	81.2%
6. Curious to hear Brando sing?	YES! 82.5%	70.6%

(NOTE: *This poll was made in July when there had been long range publicty only. Imagine how advertising, radio, TV, and exploitation will increase this amazing advance interest by the time the picture opens.*)

DO IT YOURSELF

The results of M-G-M's independent poll on "GUYS AND DOLLS" are amazing. See for yourself how great is the advance interest in this giant attraction. Write: M-G-M, 3rd Floor, 1540 B'way, N.Y.C., for free survey materials which you can use right in your own lobby, or if this survey has already covered your city, we will gladly send you the local results.

★

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 49 NEW YORK, U.S.A., FRIDAY, SEPTEMBER 9, 1955 TEN CENTS

le Rebuttal Briefs

oll TV Is Hit efore FCC by aried Attacks

ck of Need Stressed; nith in 'Pro' Plea

By J. A. OTTEN

VASHINGTON, Sept. 8.—Toll TV ponents were hit on multiple ts yesterday as the Committee inst Pay-To-See TV filed its re- al brief with the Federal Com- nications Commission.

t the same time, Jerrold Elec- ics Corp. urged exhibitors to take in a wired subscription TV test prove that they could make more ey showing home television than n theatre operations.

leanwhile, Zenith, which devel- l Phonevision, filed new argu- ts in favor of toll TV, while Ski- n and Telemeter, the latter a sub- ury of Paramount Pictures, are eduled to make public their briefs orrow.

There is no need nor reason in United States for pay-to-see TV n an economic or entertainment

(*Continued on page 6*)

ARTB Urges FCC Await Congress rective on Toll TV

From THE DAILY Bureau

VASHINGTON, Sept. 8. — The ional Association of Radio and evision Broadcasters, in a state- t filed today with the Federal C munications Commission, urged ti commission to take no action with re ect to subscription television til it has received from Congress

(*Continued on page 6*)

nd Compo Ad Tells ntertainment Story

he 52nd in the series of Council of Motion Picture Organizations ad- v isements in "Editor & Publisher," w ch will appear tomorrow, informs n spaper editors that "from a quick g ce at the list of motion pictures

(*Continued on page 2*)

Report Argentina to Unfreeze Dollars

From THE DAILY Bureau

WASHINGTON, Sept. 8.—State Department officials here indicated yesterday they expect Argentina to announce within a few days an agreement to permit U. S. companies to remit millions of dollars of frozen earnings.

In New York, as well as in Washington, film company officials said they have no word on whether film companies are included in the reported agreement.

Sharp Cut

NSS Revises Awards Costs On Accessories

Because of the large number of theatres that have signified their intention of participating in the Audience Awards campaign, National Screen Service has made a sharp downward revision in its price for campaign accessories, it was announced yesterday by Elmer C. Rhoden, national Audience Awards campaign chairman.

For first run theatres and key subsequent run houses the price of the accessory package will be $25. This package consists of two trailers, two

(*Continued on page 3*)

Conferences Now in Progress

See Republic Signing 16mm Consent Decree

Say Other Companies May Follow Move; Announcement Seen Likely by Monday

From THE DAILY Bureau

HOLLYWOOD, Sept. 8.—Conferences looking toward the signing by Republic Pictures of a consent decree in the Government 16mm. anti-trust case have been going on for several weeks, it was learned today.

At the same time, it became known that other companies in the litigation have been given the opportunity to enter into consent decrees. Republic is entertaining the idea, and an announcement may be forthcoming by Monday.

Sam Flatow, Assistant U. S. Attorney in charge of the suit which seeks, among other things, to force film companies to make available to television the 16mm versions of their theatrical features, has acknowledged that "some

(*Continued on page 2*)

Promotions Set at National Theatres; Rothafel to the Roxy

From THE DAILY Bureau

HOLLYWOOD, Sept. 8.—Edwin F. Zabel, National Theatres vice-president in charge of Pacific Coast operations for Fox West Coast Theatres and Evergreen Theatres, yesterday announced a series of promotional moves in key situations.

William H. Thedford, Evergreen division president, will move his offices from Seattle to San Francisco, where he will also become FWC Northern California division head. He will retain his Evergreen presidency and will supervise the company's Northwest operations from the Bay City.

James Runte, now in San Francisco,

(*Continued on page 3*)

Allied Artists' TV Subsidiary Acquires 32 TV Westerns

Thirty-two recently produced western features, all made after 1950, have been acquired for television distribution by Interstate Television Corp., it was announced yesterday by Lloyd Lind, vice-president, at the company's national sales meeting being held at the Warwick Hotel here.

The acquisition of the 32 films—11 Whip Wilsons and 16 Johnny Maek Brown westerns—brings the Interstate library of TV films to a high of 115

(*Continued on page 6*)

Directors on Visit To Rogers Hospital

A party of more than 50 industry executives, including many members of the board of directors of the Will Rogers Memorial Hospital, and representatives of the trade press, left here last night by special train for Saranac Lake, N. Y., where the annual visit to the hospital will be made today.

Tomorrow and Sunday the group

(*Continued on page 2*)

REVIEW:

MY SISTER EILEEN

Columbia—CinemaScope

ONE OF THE MOST sensational entertainment vehicles to light the motion picture sereen in many a year is this CinemaScope and color by Teehnicolor version of produeer Max Gordon's 1940 hit Broadway play and 1942 sereen eomedy. Dressed up with new songs by Leo Robin and Jule Styne and fitted out with sizzling, fast-moving ehoreography by Robert Fosse, Columbia Pietures' remake of "My Sister Eileen" is a swift and sure laugh-riot from start to finish, exeept when it pauses for several tuneful songs and fast danee numbers whieh are pleasantly spaeed. From the standpoint of smooth direction, snappy dialogue, adult situations and cast performanees, this is top box-offiee everywhere.

Ruth MeKenney's original story about "My Sister Eileen" has been

(*Continued on page 3*)

PERSONAL MENTION

GEORGE MURPHY, M-G-M studio public relations head, is scheduled to arrive in New York from the Coast on Sept. 14.

•

THOMAS DUANE, Paramount branch manager in Detroit, and G. R. FRANK, manager in Indianapolis, have returned to their respective headquarters from New York.

•

RUSSELL HOLMAN, Paramount Eastern studio representative, will leave here by plane tomorrow for Rome.

•

GEORGE GAUGHAN, Theatre Owners of America field representative, has arrived in New York from Memphis.

•

EARL REVOIR, Allied Artists assistant treasurer, was in Atlanta from New York.

•

SAM ROLFE, Warner Brothers screenwriter, is the father of a son born to MRS. ROLFE at St. John's Hospital, Santa Monica, Cal.

•

AUDIE MURPHY returned to Hollywood yesterday from New York.

•

GRACE KELLY is scheduled to arrive in Asheville, N. C., from Hollywood on Sept. 20.

•

NOEL COWARD has arrived here from London, via B.O.A.C.

'U' Officials Leaving For Coast Conclave

Charles Simonelli, Universal Pictures Eastern advertising and publicity department manager; Philip Gerard, Eastern publicity head; Jeff Livingston, Eastern advertising manager; Herman Kass, Eastern exploitation manager, and Robert Gillham, vice-president of Cunningham & Walsh, Universal's advertising agency, will leave here over the weekend for Hollywood, where they will confer with David A. Lipton, vice-president, and West Coast advertising-publicity executive.

Promotional plans for the company's forthcoming releases will be completed at the Coast conferences.

Joseph D. Basson, 66

Funeral services for Joseph D. Basson, 66, international representative of IATSE, who died at his home here on Wednesday following an illness, will be held at Jeffers Funeral Parlors, Brooklyn, N. Y., at 10 A.M. Sunday. Basson is survived by his wife, a daughter, Mrs. Fred Graff of Miami, and two grandchildren, Stuart and Arlene Graff.

Costume Designers Planning TV Show, Says 20th's Le Maire

The motion picture Costume Designers Guild, a Hollywood group recently formed, is mulling plans for a television show which would let the public know what goes on "in silks and satins," Charles Le Maire, head of 20th Century-Fox's wardrobe department, stated here yesterday at a Hotel St. Regis press conference.

Wants More Exploitation

Le Maire pointed out that the West Coast film designers formed their guild in order to meet common problems which arise in fashion designing and to let the studios know that the roles which the designers play are important in film production.

The 20th-Fox designer declared that clothes on the screen are very vital because the public sometimes will remember the styles, but forget the story. "Clothing which is introduced on the screen is not exploited enough, not recognized as an important factor in the success of a film," he said.

Le Maire pointed out that CinemaScope had increased the costs in costumed designing as more particular care must be taken with fashions, colors, etc., because the camera focuses with more detail on materials. Le Maire said that insurance companies have valued the 20th-Fox wardrobe at over $600,000.

Cites Educational Value

He said that the Costume Designers Guild is planning a television show to present to the public the latest in fashions, and to let audiences know what preparation goes into designing, manufacturing, etc., all facets of the "silks and satins" industry.

Films Were BOAC's Top Cargo in June

Films represented the number one cargo item carried on a specific commodity rate from New York to the United Kingdom in June, the British Overseas Airways Corp. reported.

The figures, covering all of BOAC's scheduled flights to Glasgow, Manchester and London, show that film consignments amounted to 42 per cent of all special-rated cargo flown.

Goldwyn to Make 'Rebel'

HOLLYWOOD, Sept. 8. — Samuel Goldwyn, Jr., has announced he will make "The Proud Rebel," father-and-son story of the Midwest from an original by James Edward Grant which first appeared in 1947 in "Country Gentleman" under title "The Journal of Linnett Moore." Joseph Petracca has completed the script.

Republic

(*Continued from page* 1)

developments in the suit are shaping up" but refused to discuss their nature. However, a high Republic official admitted that talks with the government on a possible consent decree have been held, but refused to state whether Republic would go through with it.

"The government has had talks with us just the way that it has with the other defendant companies," the Republic executive stated.

Republic, it is recalled, was the first producer-distributor to give television a portion of its backlog, and the company is heavily in television at present, both through producing telefilms and renting its studio facilities to telefilm producers.

Compo Ad

(*Continued from page* 1)

now coming up it is pretty obvious that the hottest entertainment story this Fall will be found in your local theatre."

"Apparently all of the film producers," the ad says, "had the same idea—to turn out exceptional films that would make the 1955-56 season outstanding in cinema history.

"If you are an editor and wish to keep on top of the fast-breaking entertainment story, we suggest you go to your local movie theatre and learn of the truly great productions that are on the way."

Rogers Hospital

(*Continued from page* 1)

will be the guests of Herman Robbins, board chairman of National Screen Service, and his sons, Allan, Burt and Norman, at their Edgewater Beach Motel at Schroon Lake, N. Y. The annual meeting of the hospital board of directors will be held at the Robbins' resort tomorrow.

Newspapers Launch 'Flannel Suit' Ads

The opening-gun in a promotional campaign on 20th Century-Fox's "The Man In The Gray Flannel Suit"—fully three months in advance of the start of CinemaScope production and six months ahead of national release—has been initiated via a series of full-page newspaper advertisements on Sloan Wilson's best-seller.

The long-range campaign on the filmization of the novel published by Simon and Schuster, to be personally produced by Darryl F. Zanuck with a cast headed by Gregory Peck, was launched yesterday with a full-page advertisement in the New York "Times." The insertion reproduced an episode from the novel.

Settlement Seen Today in Gov't's Terre Haute Suit

Special to THE DAILY

INDIANAPOLIS, Sept. 8.—A settlement of the government's anti-trust suit against two theatre-operating companies in Terre Haute, Ind., will be presented to the Indianapolis Federal Court tomorrow, it was reported here today. Attorneys representing the Department of Justice are here but there was no indication from them as to the nature of the reported settlement.

The suit was filed against Alliance Theatre Corp. and the Fourth Ave. Amusement Co. which operated six first-run houses in a pooling arrangement. The government alleged that the pool violated the Sherman anti-trust act and that the combined operation monopolized the first-run theatres in Terre Haute.

European Business Good, Says Base

Don Leonard Base, of United Artists' tax department, has returned here from a month's business and vacation trip to Europe where he attended the Venice Film Festival, had an audience with Pope Pius XII in Vatican City and visited motion picture studios in France and Italy.

Base reported yesterday that film business "is very good" as motion pictures, predominently those produced in the U.S., are the major entertainment enjoyed on the Continent.

N. P. Jacobs Acquires Lippert SF Exchange

HOLLYWOOD, Sept. 8. – N. P. "Red" Jacobs, president of Favorite Films of California, has purchased the Lippert exchange in San Francisco from Al Gruhstick.

Jacobs also signed with E. J. Baumgarten, president of Associated Film Releasing Corp., to handle his films throughout the entire West Coast territory. Jacobs also operates branches in Los Angeles, Portland and Seattle.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"MISTER ROBERTS"
in CinemaScope and WarnerColor starring
Henry FONDA • James CAGNEY
William POWELL • Jack LEMMON
A WARNER BROS. PICTURE
and SPECTACULAR STAGE PRESENTATION

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor. Telephone HOllywood 7-2145. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor: William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily. Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10¢

PEOPLE

Robert W. Sarnoff, executive vice resident of the National Broadcast- ıg Co., has accepted the chairman- ıip of the Advertising Federation of merica's committee for National Ad- ertising Week, Feb. 19-25.

¤

Marilyn Steuer, secretary to United rtists advertising manager Roger H. ewis, will serve as a telephone- ıswering volunteer on the 19-hour luscular Dystrophy telethon over /ABD, Channel 5, to be broadcast morrow night.

¤

Benjamin C. Bowker has been ımed public relations manager of llen B. Du Mont Laboratories, Inc. owker will assume over-all responsi- lity for corporate public relations ıd will administer the public rela- ons program for the company's man- acturing divisions. He succeeds J. . Ruiter, who has assumed the du- es of manager, advertising and sales romotion of Du Mont's Technical oducts Division.

¤

J. Miller Walker, vice-president of KO Radio Pictures, has accepted the aimanship of the motion picture vision in the $400,000 "golden bilee" fund-raising campaign of the avelers Aid Society of New York.

romotions by NT

(*Continued from page 1*)

oves to Seattle as the new Ever- een division manager. John Klee, w district manager in Los Angeles, oves up to Oakland to become East y district chief under Thedford, re- acing Robert I. Rothafel, who trans- s to New York, where he will be- me managing director of the Roxy eatre.

Other promotions advance Ernest arm, present Orange County district nager, to Klee's former harbor and lustrial district; Harold Wyatt, mer Santa Ana manager who was nsferred to the FWC booking de- rtment nine months ago, to Sturm's ated Orange Belt spot.

The post of Oakland City manager, cated when Fay S. Feeder was ned advertising-publicity manager the Bay area, will go to Harold denberg, who will come West from Fox, Philadelphia.

All moves are expected to be com- ted shortly after the National The- es annual divisional conference in lorado Springs next week.

enry Kerman

Funeral services for Henry Kerman, ther of Moe Kerman, president of dor Pictures, were held on Tuesday the Riverside Memorial Chapel, r Rockaway, N. Y.

'MY SISTER EILEEN'

(CONTINUED FROM PAGE 1)

wrapped in new mountings by producer Fred Kohlmar, script writer Blake Edwards and director Richard Quine. The latter was thoroughly familiar with the story of two Ohio girls who come to New York and live in a Greenwich Village apartment while seeking gainful employment, because he had a role in both the long-running Main Stem legitimate show and the initial screen version.

Glamorous costumes, settings and a cast topped by Janet Leigh, Jack Lemmon and Betty Garrett in furiously funny sequences add up to a wonderful motion picture, a solid box-office comedy.

Miss Garrett, whose adeptness with fast, sophisticated dialogue has long been missing from the screen, is a solid comedienne who walks off with the acting plaudits. Miss Leigh, who is Eileen, turns in a very smooth singing, acting and dancing job portraying a girl who draws men to her because of her "looks." The whole cast is top-notch. Lemmon portrays the fast-talking, woman-chasing, magazine editor who finally discovers Miss Garrett and makes off with what he thought to be an unromantic heart. Kurt Kasznar does a superb job as the crafty landlord whose main interest is his paintings, on canvas, not his apartments. Fosse is the shy soda jerk who is smitten with Eileen, and shows his versatility by acting, singing and dancing, (one production number is especially entertaining when he is competing with dancer Tommy Rall, a fast-talking newspaperman, for Eileen's favors. Richard York will draw many laughs as the football player who cooks and washes while his girl friend works, and there are many others of note, Lucy Marlowe, Horace McMahon, Hal March, Henry Slate and Barbara Brown.

Miss Garrett is seeking a writing job while Miss Leigh wants to go on the stage. With little money between them, they rent a basement apartment in the Village and, in course, it draws strange visitors. Inebriates look in, dogs run after cats through it, the Brazilian Navy stages a Conga festival in it, and explosions from a subway under construction rock the floor with regularity. Like the 1942 screen comedy which starred Rosalind Russell and Janet Blair, this CinemaScope picture is a "hit."

Running time, 108 minutes. Adult classification. For release in October.

LESTER DINOFF

Varied Products Set For TOA Trade Show

Booth space at the trade show which will run in conjunction with the Theatre Owners of America convention at the Hotel Biltmore, Oct. 6-9, Los Angeles, has been sold or reserved by manufacturers and dealers in virtually every phase of the industry, according to William Orkins Expositions, show managers.

Among the companies which will exhibit wares are: Adler Silhouette Letter Co., Allied Artists Pictures, Altec Sound Service, American Seating Co., Apco, Inc., Arrowhead Beverage, C. S. Ashcroft & Sons, Auto Photo Co., Ballantyne Co., Bodde Screen Co., Carbonic Dispensers, Century Projection & Sound Co., Coca-Cola Co., Cole Products Corp., Cretors, Dawo Corp., Eprad, Inc., Gulistan Carpet Co., Heywood-Wakefield Seating Co., Jamison Manufacturing, Jewel Electric Products, Inc., Magnasync Co., Majestic Enterprises, Inc., Manley, Inc., Miracle Equipment Co., Mission Dry Corp., Motiograph, National Carbon Co., National Theatre Supply, The Nestle Company Inc., Pembrex Theatre Supply Corp., Pepsi-Cola Co., Radio Corporation of America, Rex Specialty Bag Corp., Romar Vide Co., B. F. Shearer Co., Stewart-Trans-Lux Corp., The Strong Electric Corp., Supurdisplay, Inc., Switzer's Licorice Co., Thermolator Corp., Universal-International, Warner Brothers Pictures, and Wagner Sign Service.

Personnel Realigned By U-I in Far East

A realignment of top personnel in the Far East was announced yesterday by Americo Aboaf, vice-president and foreign general manager of Universal International Films, overseas distributors of Universal-International Pictures.

William Broun, formerly manager for U-I in India, takes over as managing director in Japan, replacing Wally Orr who moves over to head the Singapore office. Y. K. Yao, who previously managed the Singapore office, has been transferred to Formosa as resident supervisor.

Geoffrey Boret transfers from his post as Indonesia manager to head U-I's Indian office, replacing Broun, while Ernest Sullivan joins U-I as Indonesia manager.

Ben Cohn Returns

Ben Cohn, Universal Pictures assistant foreign general manager, is back in New York following a two-month world tour of company branches, during which he visited the Far East, Near East and Southern Europe.

Tours Nation

Para. Studio Head to Help Sell Picture

Don Hartman, Paramount executive in charge of the studio, will set a precedent in acting as exploiter and advance man in every key city in the country for the company's new William Wyler production, "The Desperate Hours."



Don Hartman

Hartman opened his campaign for the picture at the annual meeting of American Broadcasting-Paramount Theatres circuit heads at Spring Lake, N. J., on Wednesday, and continued it here yesterday with breakfast with local exhibitors; luncheon with trade and newspaper critics, and cocktails and dinner with magazine, syndicate and radio-TV representatives.

Attend Screenings

The respective groups then went to morning, afternoon and evening screenings of the picture at the Criterion Theatre. Attending the midday luncheon at the Astor was Joseph Hayes, author of the novel.

Hartman will leave for the Coast tonight, where he will meet with exhibitors in the company's Western division and with press representatives Sunday and Wednesday. Similar meetings in all key cities will be held thereafter.

NSS Revises

(*Continued from page 1*)

40 x 60 posters, one large composite mat and stickers for the ballot boxes.

For all other theatres the price of the package will be $15.

"In my opinion these prices are eminently fair," Rhoden said, "and I think National Screen is to be commended for its action. It should be remembered that National Screen is going to a great deal of expense and is freely using its organization for the numerous nation-wide mailings that have been necessary in the conduct of this campaign.

"I want to emphasize that it would have been impossible to scale the prices down to these levels had there not been such an encouraging response from theatres. The enthusiasm which exhibitors are showing for the Audience Awards and the plans reported to us from all over the country for the promotion of this project confirm my original belief that the Audience Awards will be the greatest thing that has happened to our business in many years."

★ ALGERIA
ALGIERS

★ ARGENTINA
BUENOS AIRES, MAR DEL PLATA

★ AUSTRALIA
SYDNEY, MELBOURNE, BRISBANE, ADELAIDE, PERTH

★ AUSTRIA
VIENNA

★ BELGIUM
BRUSSELS, ANTWERP, LEIGE, GHENT, CHARLEROI

★ BRAZIL
RIO DE JANEIRO, SÃO PAULO

★ BURMA
RANGOON

★ CANADA
CALGARY, EDMONTON, MONTREAL,
TORONTO, OTTAWA, VANCOUVER, WINNIPEG

★ CEYLON
COLOMBO

★ CHILE
SANTIAGO

★ COLOMBIA
BOGOTA, CALI, MEDELLIN

★ CUBA
HAVANA, SANTIAGO DE CUBA, CAMAGUEY

★ CURAÇAO
WILLEMSTADT

★ DENMARK
COPENHAGEN

★ ECUADOR
QUITO

★ EGYPT
CAIRO, ALEXANDRIA

★ ENGLAND
LONDON, NEWCASTLE,
LIVERPOOL, BIRMINGHAM

★ FINLAND
HELSINGFORS

★ FORMOSA
TAIPEI

★ FRANCE
PARIS, MARSEILLES, LYONS, BORDEAUX,
TOULOUSE, STRASBURG

★ GERMANY
FRANKFURT, BERLIN, DÜSSELDORF, HAMBURG,
MUNICH, HANNOVER, COLOGNE, DUISBURG,
ESSEN, MANNHEIM, STUTTGART, NUREMBERG

★ GREECE
ATHENS, SALONICA

★ GUATEMALA
GUATEMALA CITY

★ HOLLAND
AMSTERDAM, THE HAGUE, ROTTERDAM

★ HONGKONG
HONGKONG, KOWLOON

★ INDIA
BOMBAY, CALCUTTA, NEW DELHI

★ IRELAND
DUBLIN

ISR
TEL-A
ITAL
ROME, M
BOLOGNA
JAPAN ★
TOKYO, OSA
LEBANON
BEIRUT
MEXICO ★
MEXICO CITY
MOROCC
CASABLA
NE
A
VEN
CARA
WALES ★
CARDIFF
AND SELECTED C
UNITED STATE

Announcing

WARNER BROS.'

GLOBAL PREMIER

OF

"Helen of Troy"

AS A DEMONSTRATION OF THE
WORLD-WIDE IMPORTANCE OF THIS ATTR
FOR THE FIRST TIME A MOTION PICTURE WILL BE SHOW
IN 55 FOREIGN COUNTRIES AND THE UNITE
ON JANUARY 26TH

REMINDER FROM COMPO: DID YOU MAIL YOUR NOMINATIONS FOR AUDIENCE AWARDS?



The story of Helen of Troy, "the face that launched a thousand ships," has belonged to the world for thirty centuries.

When Warner Bros. began to turn this master-work of history and story-telling into a motion picture, we knew that the eyes of the world would be on our efforts; that our efforts would have to go beyond any before not only to meet the expectations of this world-wide audience but to re-create the enormous events of Homer's "Iliad" and the Age of Titans across which Helen's love became legend.

When "Helen of Troy" is presented, we feel that the people of every land will see their expectations, and ours, more than fulfilled.

Exhibitors of fifty-six nations have joined to make this Global Premiere a truly world-wide event that has not happened since motion pictures began.

This is a wonderful tribute. It is the first demonstration that in "Helen of Troy" our industry has created a new international landmark in entertainment.

Jack L. Warner

NARTB Multiple Attacks Hit Toll TV

(Continued from page 1)

a firm and explicit legislative directive in the matter."

The association again opposed the pending toll television proposals as constituting "a public deprivation for private gain." The association insisted that the legislative history of the Communications Act contained nothing to indicate that Congress intended to give the commission power to authorize a pay television system and that, therefore, a problem of such importance should not be acted on by the commission now but rather should be acted on by Congress itself. The association also declared that the television industry is strong and prosperous now and that there is no need for pay TV to come along and rescue it.

Warns of Advertising

Other points made by the NARTB were these: that the FCC would have no authority to say whether toll television should or should not have advertising and therefore any licensee could use advertising; that subscription television would very quickly monopolize every area of worthwhile talent; and that a monopolistic situation would soon result, with the public at the mercy of the subscription television companies.

Says Congress, Not the FCC, Should Be Judge of Toll TV

WASHINGTON, Sept. 8.—Any decision regarding subscription television should be made by the Congress of the United States, the National Association of Radio and Television Broadcasters declared today in opposition to a proposal of Penn-Allen Broadcasting Co., of Allentown, Pa., that it be allowed to conduct a "pilot" toll-TV service.

The NARTB said that Penn-Allen, in its petition, had not given any details on its financing, program sources or other aspects of pay-television operations. "The operation of one subscription television station under abnormal conditions can prove nothing," NARTB said.

(Continued from page 1)

standpoint," the Committee Against Pay-To-See TV declared.

Exhibitors were urged to participate in a wired toll TV test by Milton J. Shapp, president of the Philadelphia firm, in connection with the company's request to the FCC to supervise a public demonstration of the ease with which toll TV broadcasts can be unscrambled.

The anti-toll TV committee, jointly headed by Trueman Rembusch and Alfred Starr, in its brief argued that the inherent defect in the proposal to authorize pay-to-see TV is that a successful toll TV system would supplant rather than supplement free TV. The committee's rebuttal contended that the American public is now being asked to provide a $3,000,000,000 per year contribution for TV viewing without toll TV proponents offering definite and specific assurances as to the type and caliber of programming which would replace the free airwaves.

Calls It 'Unworkable'

Jerrold claimed that the pay TV systems proposed by Zenith, Skiatron and Telemeter not only are objectionable because they pre-empt broadcast time now alloted free programs, but that they also are technically unworkable since their coding methods can "be broken without payment with ridiculous ease." The company argued that toll TV is a desirable service but must be carried on through wired distribution systems.

Sharp said that Jerrold plans to make its own public tests over wired systems in four cities: Casper, Wyo.; Tyler, Tex.; Muscle Shoals, Ala.; and Key West, Fla.

Jerrold will offer to lease the local channel being used in those test cities for the demonstration to local exhibitors, Shapp declared, to show them they can do better with such a system than with their theatres. He said under such a scheme, exhibitors would be able to test various situations for themselves, showing a film one day on toll television and the next day in the theatre, and then showing another film first in the theatre and then on television.

The company has already discussed the matter with some exhibitors, Shapp continued, and "some are interested and some are not."

For toll-television to succeed, Shapp said, its programming must contain many ingredients, and "films constitute the meat course." He said his firm is now "successfully negotiating" with three major producers for first-run films to use on the tests planned in the four cities. Sports events will also figure heavily in the programming, he added.

Doubts He Need an 'OK'

Shapp contended that his company could make its tests without specific FCC approval, since it would be using extra channels on existing Jerrold community antenna systems, but that it would be preferable to have FCC blessing for the tests.

The Jerrold official thanked the joint committee against toll television for its comment, in its brief opposing the Zenith, Skiatron and Telemeter systems, for declaring that a toll-television system over a closed circuit might be in the public interest.

In New York, it was learned that WOR-TV, which allowed its facilities to be used for the Skiatron test, will not file a brief. The Radio Corp. of America, a subsidiary of which is NBC-TV, will stand on its previous opposition filed with the FCC last June 9, a spokesman stated. ABC-TV, a division of American Broadcasting-Paramount Theatres, which opposed toll TV in its original brief, will make public its rebuttal tomorrow.

Zenith Hits Theatres, Webs

Zenith Radio Corp., one of the major proponents of subscription television told the FCC that the only opposition to toll television comes from the motion picture theatre owners and the major television networks, groups which it said wanted to protect their present market.

It said that the theatre owners opposed toll television because it would permit the public to see new film in the home at lower prices and with greater convenience than by attending the theatre. It said that CBS and NBC lead the network opposition to subscription television to keep their present "monopolistic control of television programming.

The basic issue in the toll television proceedings, Zenith said, was whether the Commission could deny subscription television an opportunity to gain public acceptance "on the speculative grounds that it may have an adverse economic effect upon the networks and motion picture theatres."

Zenith again asserted that there is a real public desire for better programs and that this cannot be filled through sponsored television but only through toll television. It said that subscription TV should be authorized immediately and that the requests of the opponents for public hearing should be denied. The commission has all the information it needs now to pass on the question, Zenith said, and the request for public hearing should be viewed as "dilatory tactics".

Says Revenue Is Needed

"The opponents of subscription television have given no convincing reason why subscription television should not be given the opportunity to compete for a share of the large and growing recreational and leisure market," Zenith concluded; "it is evident that the television broadcast industry requires additional sources of revenue and programs and that the public has an appetite for many types of programs not now available to it. This is the hard core of public convenience and necessity which must be ascertained by the commission."

AA Subsidiary

(Continued from page 1)

westerns now being distributed, Lind disclosed.

Lind said that some of the western features acquired by Interstate are so new that they can't be presented on TV until after Jan. 1, 1956. The balance of the westerns being released by the wholly-owned subsidiary of Allied Artists Pictures included Jimmy Wakelys and 63 others.

As part of Interstate's expansion plans, Lind revealed that four division managers will be signed shortly to augment the current company staff and that Interstate will establish an office in Toronto to handle Canadian sales.

G. Ralph Branton, president of Interstate, told the sales meeting that a minimum of six top series shows will be signed up for first-run syndication during the next 12 months. At the current time, including 139 motion pieture features, Interstate is distributing "The Little Rascals," "The Hans Christian Andersens," "The Ethel Barrymore Theatre," "Popular Science" subjects, "Adventure Album" and "The Adventures of Blinky."



"Specialists in Motion Picture Sound"

9356 SANTA MONICA BLVD., BEVERLY HILLS, CALIF.
161 SIXTH AVENUE, NEW YORK 13, N. Y.

Today more theatres use Altec Lansing stereophonic speakers and amplifiers than all other makes combined. Proof enough that Altec "Voice of the Theatre" speaker systems and Altec amplifiers and controls are the best for quality, dependability and economical operation.

More films than ever have stereo sound. See your theatre supply dealer now for early delivery of the finest stereophonic equipment, Altec Lansing.

ALTEC® LANSING CORPORATION

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 50 NEW YORK, U.S.A., MONDAY, SEPTEMBER 12, 1955 TEN CENTS

Say Some Companies Favor 16mm Suit Consent Decree

Others Insist the Case Will Proceed To Trial on Sept. 20 As Scheduled; Vague Regarding Decree Provisions

Some individual companies have indicated their willingness to enter into a consent decree in the government's 16mm. anti-trust suit, Department of Justice officials who were reached in Washington and Los Angeles indicated at the weekend.

Other companies were said by Justice officials to have rejected a consent decree approach and plan to go to trial on the case in Federal District Court in Los Angeles, slated to begin Sept. 20.

Justice officials declined to name any of the six major producer-defendants which indicated a favorable attitude toward a consent decree. They did say, however, barring last minute hitches, that consent decrees would be entered in the Los Angeles District Court today.

A spokesman here for Republic Pictures, the company named in MOTION PICTURE DAILY's exclusive report as negotiating with the government, confirmed at the weekend that such talks have taken place. He would not go beyond that comment.

It was learned, meanwhile, that a

(*Continued on page 4*)

...nds Rumors

...ontague Says ...ospital Will ...e Enlarged

...ill Rogers Institution ... Expand Its Services

By SHERWIN KANE

...ARANAC LAKE, N. Y., Sept. 11. ...surances that the Will Rogers ...morial Hospital will not be closed, ... will be enlarged and will be of ...ice, were ...en by A. ...ntague, ...ident of the ...pital, at a ...heon meet- ...here on ...day which ...s attended ... the institu- ...'s directors, ... executives ... trade press ...sts, hospital ... members ...d patients, ...les local civic officials.



A. Montague

...ontague said that he was putting

(*Continued on page 6*)

...ssaness Anti-Trust ...it Trial On Today

Special to THE DAILY

...HICAGO, Sept. 11.—The Essaness ...atres Corp. $35,440,000 anti-trust ... which has been pending for the ... six years is scheduled to go to ... here tomorrow before Federal

(*Continued on page 4*)

...ademy Presentations ... NBC-TV Mar. 21

From THE DAILY Bureau

...LLYWOOD, Sept. 11.—The 28th ...demy Awards presentations have ... scheduled for telecast over NBC ... Wednesday, March 21, 1956, it ... announced on Friday by George ... on, Academy president. Both the ...rds presentations and nominations ...adcasting dates for the latter not ... definite) will be sponsored by ...mobile.

Plea to FCC

Fact-Finding Toll TV Group Urged by ABC

From THE DAILY Bureau

WASHINGTON, Sept. 11.—A suggestion that the Federal Communications Commission appoint a board of commissioners to conduct a full fact-finding investigation on the subject of subscription television was made to the FCC here Friday by the American Broadcasting Co. in its brief filed with the communications body. Findings prepared by such a special com-

(*Continued on page 12*)

Will Report Pictures Violating TV Code

From THE DAILY Bureau

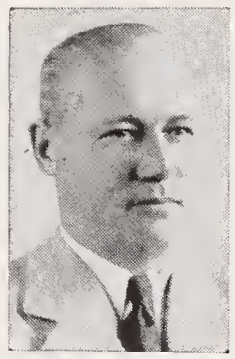
Television Today.. WASHINGTON, Sept. 11. — The Television Code Review Board of the National Association of Radio and Television Broadcasters has decided to notify all code subscribers of any

(*Continued on page 12*)

National Theatres to Open Conclave Today

Special to THE DAILY

COLORADO SPRINGS, Sept. 11.—With emphasis on showmanship, National Theatres will open a three-day convention here tomorrow, with president Elmer Rhoden presiding. It is expected, too, that announcements of further realignments of key personnel will be made.



Elmer Rhoden

In attendance at the sessions will be the following: National Theatres, Los Angeles office: Rhoden, Alan May,

(*Continued on page 6*)

Falconer to Succeed Wm. Kelly at MGM

Haven Falconer, 16mm sales manager for Loew's International, has taken over the duties formerly supervised by William D. Kelly, M-G-M executive who retired last week after 37 years of service.

Falconer's duties will include order-

(*Continued on page 6*)

Wall Street Sees WB Earning $1.80

Warner Brothers Pictures earnings for the fiscal year ended on Aug. 31 will approximate $1.80 per share, an increase of 19 cents over the 1954 fiscal year earnings of $1.61 per share, according to Wall Street reports.

Television Today

IN THIS ISSUE **PAGE 7**

- **Live—But on Film: Jackie Gleason is "high" on the system after using the new DuMont Electronicam in shooting his "The Honeymooners" half-hour series.**
- **Commercials on the Spot—the roll-call of activity among the makers of spot commercials**
- **Names Making News in Television Today.**

PERSONAL MENTION

SPYROS P. SKOURAS, president of 20th Century-Fox, will leave Manila by plane today for Singapore on the last leg of a Far Eastern business trip.

•

MILTON R. RACKMIL, president of Universal Pictures, left New York at the weekend for Hollywood.

•

MURRAY HOROWITZ, of the MOTION PICTURE DAILY editorial staff, was married yesterday to NORMA BERCOVSKY, of this city, at Congregation Zichron Ephraim here.

•

ANNE SCHWARTZ, of the 20th Century-Fox publicity staff and the daughter of ARTHUR H. SCHWARTZ, industry attorney, was married here yesterday at the Pierre to ARTHUR E. TOFT, of Englewood.

•

BERNARD GLASSER, president of Associated Producers Distributing Corp., is the father of twins born to MRS. GLASSER at St. John's Hospital, Santa Monica, Cal.

•

JEROME PICKMAN, Paramount advertising-publicity vice-president, and SID BLUMENSTOCK, advertising manager, left here at the weekend for the Coast.

•

JOHN W. WILKINSON, theatre manager for Associated British Cinemas, and MRS. WILKINSON, returned to London yesterday from New York.

•

AL FITTER, assistant to HUGH OWEN, Paramount distribution vice-president, will leave New York today for Dallas.

•

D. A. DORAN, Paramount production executive, has left New York by plane for Rome.

Du Mont Allocation Complaint Dismissed

Television Today.. WASHINGTON, Sept. 11.—The Federal Communications Commission has finally dismissed a five-year-old complaint of Allen B. Du Mont Laboratories concerning the allocation of Bell System intercity television transmission facilities.

Du Mont complained in 1950 that it wasn't getting enough intercity service, and asked the FCC to allocate these facilities. The FCC noted than an agreement was worked out in 1951 among the main TV networks on this subject and that no request has been made recently to reopen the proceedings. Accordingly, it said, it was finally dismissing the proceedings.

Further Postponements Seen in Senate Group's Probe of Television Industry

From THE DAILY Bureau

WASHINGTON, Sept. 11.—The Senate Commerce Committee's much-vaunted investigation of the television industry still shows no signs of getting anywhere. Hearings on the UHF problem, TV networking and other items were scheduled several times during the past session, but postponed each time. Then they were set for the fall. Then chairman Magnuson (D., Wash.) said they would "definitely" start on Jan. 17.

But Sidney Davis, the New York City lawyer who was named to head the committee staff for the investigation, has left, and no one has replaced him. Unless Magnuson acts quickly, the January hearings will have to be postponed or will certainly amount to very little. Magnuson, meanwhile, is spending full time in the State of Washington, where he comes up for re-election next year and faces a tough battle.

UA Top Executives To Miami Meeting

United Artists president Arthur B. Krim, chairman of the board Robert S. Benjamin and vice president Max E. Youngstein will attend UA's Latin American sales convention opening in Miami on Sept. 19, it was announced by Arnold M. Picker, vice president in charge of foreign distribution, who will preside at the five-day meeting.

Louis Lober, general manager of United Artists' foreign department, will also participate in the conference setting distribution and promotion plans for the entire Latin American territory for the coming year. Other executives of the foreign department home office staff who will take part in the Miami conclave are Seward I. Benjamin, Andy Albeck, Alfred Katz, Leon Feldun, Sidney Landau, Sidney Lieb, Samuel Cohen and Ben Halpern.

The conference, the third in United Artists' world-wide series of foreign sales conventions, will bring together UA officials from Argentina, Brazil, Chile, Colombia, Cuba, Mexico, Panama, Peru, Puerto Rico, Trinidad, Uruguay and Venezuela. Earlier sessions were held in London in May and Tokyo last July.

James Cleary to Head ASCAP in Mid-East

J. M. Collins, ASCAP sales manager, announced the appointment of James L. Cleary to the position of Mid-Eastern division manager. Cleary, previously district manager of the Society's branch office in Cleveland, will now supervise the ASCAP offices in Cincinnati and Pittsburgh, in addition to Cleveland. He has been with the Society since 1939, and during World War II served in the United States Air Corps.

Collins also announced the appointment of Raymond G. Carpenter, former field representative in the Cincinnati office, to the position of district manager in the Pittsburgh office. Carpenter has been with the Society since 1949.

Skouras, Jr., Heads Scholarship Fund

Spyros P. Skouras, Jr., of Skouras Theatres, has been named chairman of the Motion Picture Industry Scholarship Fund at Yeshiva University here. Skouras succeeds Russell V. Downing, president and managing director, Radio City Music Hall, who served as chairman in recent years.

Skouras announced that the following industry leaders have joined the committee which is now in formation: Honorary chairmen, G. S. Eysell, and George J. Schaefer. The committeemen are: Barney Balaban, Robert Benjamin, Max B. Blackman, Nate J. Blumberg, Harry Brandt, Leo Brecher, Jules W. Catsiff, Robert Christenberry, Max A. Cohen, Jack Cohn, George Dembow, Downing, Simon H. Fabian, William Gehring, Leonard Goldenson, Irving Greenfield, Ben Kalmenson, J. H. Lang, Al Lichtman, Nick Matsoukas, Charles C. Moskowitz, Burton Robbins, Samuel Rosen, Jacob Salzman, Adolph Schimel, Abe Schneider, Sam Schneider, Alfred Schwalberg, George P. Skouras, Sypros P. Skouras, Robert M. Weitman and William Zimmerman.

Holguin, U-I Head In Mexico, Dies

Alfredo Holguin, general manager of the Mexico office of Universal International Films, Inc., died suddenly of a heart attack in Mexico City. He was 47 years old.

A veteran of the motion picture industry, Holguin began his career in 1930 as an auditor with M-G-M in Latin America, and later became assistant general manager for that company in Mexico. In 1947, he became territorial manager of Mexico, Central America, Panama, Colombia and Venezuela for Selznick International.

Lewis Weisbart, 79

HOLLYWOOD, Sept. 11.—Lewis Weisbart, 79, father of Warner Brothers producer David Weisbart, died here following a long illness.

. . . NEWS ROUNDUP

Clark Serving Pa. Censors

Clark Film Distributors is n handling shipping and delivery prints for the Pennsylvania St Board of Censors, Mike Felt, its terim head, announced recently.

■

Bout to Hartford Theatre

The Meadows at Hartford, Conn ticut's largest drive-in with a 2,0 car capacity, will show the Marcia Moore heavyweight champions fight. Tickets will be priced at $3. with a minimum of four persons a car.

■

"Phenix" To Show In Japa

The first overseas release of All Artists' "The Phenix City Story" v take place in Japan via the Eihai Ltd., distributors for Allied Artists Japan, with a day-and-date first throughout the entire Sy circuit Tokyo late in October.

■

U-I Stars Aid Hospital

Jewish Chronic Disease Hospi the largest voluntary non-sectar hospital of its kind in this count will appeal to the public for ma tenance funds this month on ra and television with recorded sp made by Steve Allen, Gene Kru Donna Reed, Audie Murphie, D Robertson and Barbara Rush.

Para. to Offer VV One-Reel Shorts

One-reel VistaVision short subje will be introduced by Paramount the 1955-56 releasing season, Oscar Morgan, general sales manager charge of short subjects, announc

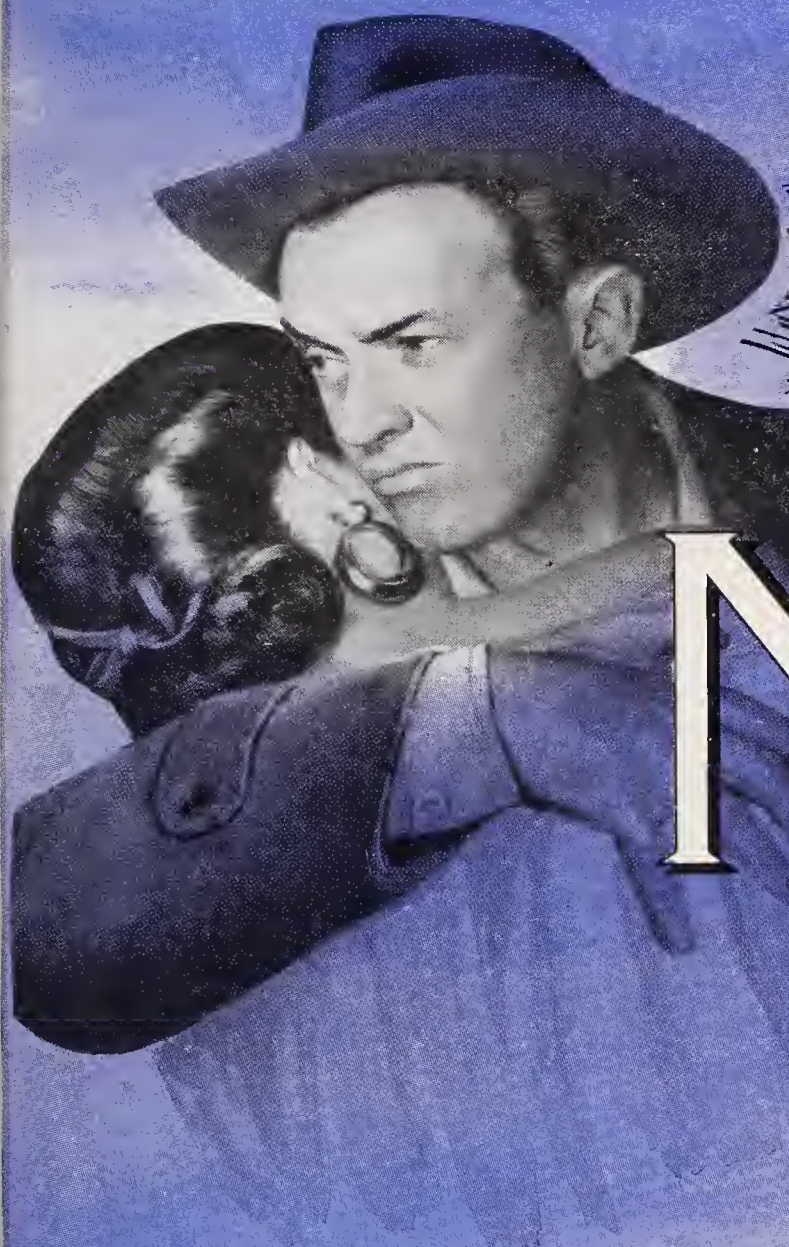
In the past season, the compa put into release a total of five tw reel VistaVision shorts shot in Te nicolor in various parts of the wo by James A. Fitzpatrick, Jack Eat and Carl Dudley. The new sea will bring release of three more tw reel VistaVision "specials" and th one-reelers.

If you have features, western serials, comedies, shorts, car toons, etc., available for tele vision and seek distribution i the South Eastern States, contact

SID HIRSCH
225 Potter Rd., West Palm Beach, Fla

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fec Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-21 Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Mot Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone Cl 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Le Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as seco class matter Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 1

THE STORY OF A
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AND THE WOMAN
HE FOUND ALONE!





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Universal International

TENT TALK

Variety Club News

MILWAUKEE—At Wisconsin Variety's annual golf outing at the Tuckaway Country Club, attended by some 145, Chief Barker Oliver Trampe announced that recent theatre collections have netted over $25,000 for maintenance of their Heart Clinic.

△

PITTSBURGH—The Variety Club, Tent Number One, Pittsburgh, will hold its 28th annual banquet on Nov. 20 in the Hotel William Penn with Harold Lund, general manager of KDKA-TV, as banquet committee chairman, assisted by Abe Weiner and Harry Kodinsky.

△

NEW ORLEANS — At a banquet meeting held here by Tent No. 45, Variety Clubs International, Page Baker, chief barker, announeed that the tent, which was organized in February, will have its permanent headquarters at 918 Gravier Street. Among the guests at the banquet were John H. Rowley ef Dallas, first assistant International chief barker, and C. A. Dolson, International representative.

WB Stars Launch Television Program

Five stars of the "Warner Bros. Presents" show which will have its premiere over ABC-TV network tomorrow night from 7:30 to 8:30, plane out today from Hollywood to five cities with the launching of the hour-long program.

Jack Kelly flies to New York, Robert Horton to St. Louis, Cline Walker to Detroit, Nan Leslie to Chicago and L. Q. Jones to San Francisco.

Goldwyn-FWC Trial Postponed to Sept. 22

SAN FRANCISCO, Sept. 11.—Trial of the civil suit for injunction and damages filed by Samuel Goldwyn Productions, Inc., against Fox West Coast Theatres Corp., and 11 others has been postponed from Sept. 12 to 22 due to the absence of Judge Edward P. Murphy, of the United States District Court of Northern California.

Phila. Screen Guild Sold by Owners

PHILADELPHIA, Sept. 11. — Jack H. Greenberg and Jack G. Engel have sold their interest in Screen Guild Productions, distributor of independent product—including Lippert Pictures — throughout the Philadelphia territory.

The purchasers, Lou Kellman and Jack H. Harris, do not intend to make any physical changes in personnel or distribution policies at present.

16mm. Suit Consent Decree

(*Continued from page* 1)

meeting of the legal committee of the Motion Pieture Association of America on the 16mm. case took place on Friday. The government suit seeks, among other things, to force film companies to make available to television the 16mm. versions of their theatrical features.

In Los Angeles, counsel Homer Mitchell, of the law firm of O'Melvany & Meyer, which represents 20th Century-Fox, Warner Brothers and Universal in the case, said that as far as he is concerned, he will go to trial on Sept. 20. He went on to say, however, that he has no way of knowing what New York company heads may deeide in the interim before the trial date.

Named as defendants in the suit were 20th-Fox, Warner Brothers, RKO Pictures, Republic, Columbia and Universal.

Twentieth-Fox president Spyros P. Skouras, who is abroad, could not be reached for comment. Company executives of 20th-Fox and other firms, asked for comment, either declined or stated that they knew of no new developments in the case.

Terms of Decree Important

What intrigued legal experts in New York, some associated with individual companies, was the terms of a possible consent decree in the case. If the terms are "liberal," not forcing the companies to sell their films to TV, but rather dealing with the non-theatrical 16mm. market, they saw the possibility of some companies agreeing to a consent decree rather than engaging in costly litigation.

It was pointed out that Republic Pictures, reported most active in the consent decree negotiations, has been selling its old films to TV. Other companies, legal experts contended, while not selling to TV, have indicated separately that they may make sueh a move when it is deemed profitable. That stage has not been reached, many company officials have stated. Legal experts held out the possibility that a consent decree embodying a provision that there will be "no conspiracy" against TV, may be acceptable to some companies.

Exhibition organizations, including Theatre Owners of America and Allied, declined comment, with some spokesman saying they would first want to read the terms of the reported consent decrees before making any statements. The exhibitor organizations were named as co-conspirators in the suit.

Four Demands Made

The Justice Department complaint, filed July 22, 1952, demanded chiefly the following: no restrictions on showing of 16mm. films on television; no limitations on showing 16mm. films by enterprises competing with regular theatres; no "arbitrary and excessive" clearances between first 35mm. theatre release of a picture and its release on 16mm.; and licensing of 16mm. films to coin-operated machines in taverns, etc., and for free shows by merchants.

Adolph Schimel, vice-president and general counsel for Universal and chairman of MPAA's legal committee, left for the Coast on Friday.

Pictorial Films, Inc., one of the two independent 16mm. distributors named as defendants in the suit, has agreed to abide by the court decision in the case and will not be represented by counsel at the trial. The other independent 16mm. distributor named as a defendant is Films, Inc., with headquarters in Wilmette, Ill.

'Stranger' Is Strong In Canada, Says UA

According to reports received here by United Artists from Canada, that company's "Not As a Stranger" is being extremely well received in large and small situations in the Dominion.

In Toronto, the film in its first two weeks at Loew's Theatre grossed $54,166, while at Sudbury, also in Ontario, the film garnered $11,864 in its first 11 days at the Century Theatre.

A first-week take of $8,040 was racked up at the Elgin Theatre in Ottawa, while the initial week at the Odeon in Edmonton saw $15,188 pass through the boxoffice.

Phil Hodes Finishes IFE Assignment

Philip Hodes who was retained by the I.F.E. Releasing Corp., to conduct a one-month survey of the field of specialized distribution, has completed his research.

Hodes will leave I.F.E. this week after his findings are discussed with company officials.

3-Day Festivities For 'Oklahoma' Bow

Three-day world premiere festivities have been scheduled for Rodgers and Hammerstein's "Oklahoma!", produced in Todd-AO, at the Rivoli Theatre here by Magna Theatre Corp., the distributor, prior to its public opening on Oct. 13.

The first of the three nightly premieres of "Oklahoma!" will be presented on Oct. 10 to an invited audience, consisting of the working press and leaders of the motion picture, radio and television industries.

"Oklahoma!" Night will be the second premiere night. The guests invited to this showing will include leaders of the American scene from all parts of the nation, and a trainload of Oklahomans.

The third premiere on Wednesday night will be sponsored by the Voeational Advisory Service.

'Othello' to Paris

Orson Welles' film version of William Shakespeare's "Othello" will have its premiere today at the Paris Theatre here.

Essaness

(*Continued from page* 1)

Judge William Campbell. Activity first day is expected to be confir principally to the selection of jur Indications are that the trial will one of the longest on record here.

Essaness, in its complaint, named defendants Balaban & Katz, Pa mount Pictures and John Balab who is being sued personally; 2 Century-Fox, Stanley Warner Co Warner Theatres, Loew's Inc., R Radio, Columbia, Universal a United Artists.

Monopoly Charged

It is charged by the plaintiffs t a conspiracy and monopoly exists exhibition throughout the Uni States in general and in the Chic area in particular, thereby allege depriving the plaintiffs' theatres product and forcing them to pay cessive film rentals.

In treble damages, Essaness, et are asking $31,735,000, while estate of Sidney Spiegel, Jr., se $3,705,000.

The full list of plaintiffs is as f lows: Essaness, Greater Chicago T atres Corp., Biograph Amusem Corp., Buckingham Theatre C Channel Amusement Co., Crawf Corp., Lake Amusement Co., R Theatre Corp., Sheffield Theatre C Marcus Building Corp., Edwin a Velma Silverman and the estate Sidney Spiegel, Jr.

Cinema-Vue Setting Up Regional Offices

A nation-wide sales organizati with offices in 12 major cities, is c rently being set up by Cinema-V Corp., to handle the distribution films for television, it was announc by Joseph P. Smith, president of t newly-reactivated company.

Sales branches will be in operati in advance of the national televisi release of the 131 British features cently acquired from American-Brit TV Movies, Inc., and other prod for which deals are currently bei negotiated.

Smith, who is currently on a s week sales tour of the major marke will personally set up the new Cin ma-Vue offices and select key pers nel in Los Angeles, San Francis Portland, Chicago, Cleveland, Den Dallas, Atlanta. Other offices will set up later.

Kramer in Madrid

MADRID, Sept. 11. — Stanl Kramer has established headquart at the CBA Studios here for the p duction of his next United Artists lease, "The Pride and the Passio starring Cary Grant and Fra Sinatra.

'Eileen' Sept. 22

Columbia Pictures' CinemaSco production of "My Sister Eileen" w premiere at the Vietoria Theatre he on Sept. 22.



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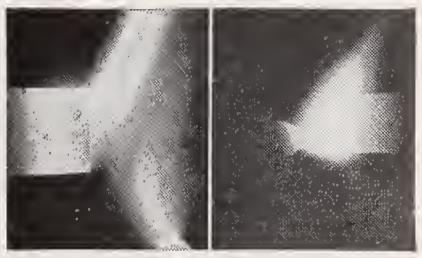


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Montague

(Continued from page 1)

to an end rumors that there were any discussions or thoughts of closing the Will Rogers Memorial Hospital.

In addressing the luncheon, Montague related that the reputation of the institution was spreading around the world and that some of the patients at the hospital come from the Far East and Europe. He said that arrangements to receive patients from Canada were expected to be completed shortly and assured that the services of the hospital would be considerably expanded, but would not be restricted.

Rosen Looks to the Future

Sam Rosen introduced to the luncheon a group of young men, who were termed by the Stanley Warner Corp. official as, "the second generation." Rosen said that it was his hope and the hope of the present officers and directors of the hospital that these young men, making their first visit to the hospital, would take over not only the reins of business, but also those which would insure continuation of the operation of the institution.

In the group that was introduced were Richard Brandt, Michael Mayer, David Picker, Martin Quigley, Jr., Harold Rinzler, Allan, Burton and Norman Robbins, Thomas and W. F. Rodgers, Jr., Arthur Rosen and Morton Thalheimer, Jr.

Propagandizing Urged

Rosen called upon Martin Quigley, Jr., to address the luncheon. Quigley counselled the members of the hospital staff and patients not to feel alone in their work and isolation. He said that hundreds of thousands employed in the industry stand behind them ready to help and behind those are great segments of the American public. He suggested that the industry propagandize the hospital and mobilize assistance for the hospital by effective appeals to the public.

Arthur L. Mayer was master of ceremonies at the luncheon, substituting for R. J. (Bob) O'Donnell who was unable to be present. Mayer introduced the visiting directors and industry delegations of about 50 members making their inspection visit to the hospital.

The annual meeting of the hospital's board of directors was held yesterday at the Schroon Lake, N. Y., Edgewater Motel, where the hosts were the Robbins family.

Local Mayor a Speaker

Other speakers at the luncheon were Mayor Anthony Anderson of Saranac Lake, operator of the Pontiac Theatre here, and Cecil Winsted of the Carolina Theatre, Rocky Mount, N.C., a patient who voiced the appreciation of those at the hospital for the industry's help.

Eugene Picker, chairman of the hospital's finance committee, called for plans to provide an annual fund of $500,000 starting next year to assure the hospital's future for many years to come. Ralph Hetzell presented a check of $50,000 to the hospital which was contributed by individual producer-distributor companies. The check which the Motion Picture Association vice-president presented was not an association check.

Mayer expressed gratitude for the aid to the hospital which was rendered by the trade press, declaring that a very important part of it had come from Martin Quigley and his publications.

The progress report on treatment and research was given to the visiting delegation earlier in the day by staff members, among those being Dr. George Wilson, Dr. H. W. McCreary, Dr. W. W. Woodruff, Dr. W. K. Stern and laboratory director Morris Dworski.

REVIEW:

SEVEN CITIES OF GOLD

20th Century-Fox—CinemaScope

AN ARRESTING PERFORMANCE is turned in by Michael Rennie as the St. Francis priest in "Seven Cities of Gold," a picture which contains a good deal of suspense and action.

Produced in CinemaScope and dressed up in De Luxe color, the film about the Spanish expedition into California offers many engrossing moments. Most effective is the main story thread woven into the character of the padre who contends with the aggressiveness and the violence of the Spanish army and the suspicion and primitiveness of the native Indians to achieve his goal, the founding of missions, the winning over of the natives to the path of peace and Christianity.

It is not an easy story to tell from the viewpoint of winning audience sympathy for the Spanish expedition because, as the padre forcefully relates in the picture, the conquest of Mexico by Spain was accomplished in a sea of blood. With that admonishment, Michael Rennie as Father Junipero Serra, through gentleness, guile, faith and strength, succeeds, without the sea of blood, in founding the first mission in the new land of California.

Anthony Quinn, as Captain Portola, leads the expedition from Mexico City, assisted by his lieutenant, Richard Egan, portraying a free-booting soldier of fortune. Their goal is to claim the territory for Spain and find the fabled "Seven Cities of Cibola." Rennie as the priest is reluctantly taken along as spiritual advisor with a parallel mission. The characters other than the priest, unfortunately, run along more stereotyped lines.

Many episodic adventures befall the men, ranging from the picturization of what may be a miracle to a siege by hostile Indians. The love interest is supplied by Rita Moreno as an Indian girl who falls in love, tragically, with the Spanish lieutenant Egan.

The screenplay by Richard L. Breen and John C. Higgins could have been more effective, in the opinion of this reviewer, if it hewed more closely to the main story line and was kept less episodic. Over-all, though, the picture adds up to good entertainment which should be welcomed at the box-office.

Robert D. Webb and Barbara McLean produced with Webb also directing. Additional dialogue was contributed by Joseph Petracca, while the screenplay was based on a novel by Isabelle Gibson Ziegler.

Others in the cast include Jeffrey Hunter, Eduardo Noriega, Leslie Bradley and John Doucette.

Running time, 103 minutes. General classification. For September release.

MURRAY HOROWITZ

Falconer

(Continued from page 1)

ing of prints, research, censorship and Eastern production location work for the M-C-M studio, in addition to continuing his interest in 16mm. distribution in Canada and Alaska, as well as assist in television.

Loughlin Is Winner Of Sarnoff Award

The Society of Motion Picture and Television Engineers announced that it had named Bernard D. Loughlin as recipient of its 1955 David Sarnoff Gold Medal Award for his contributions to the field of color television. Loughlin, who is a consulting engineer with the Hazeltine Corp. in Little Neck, N. Y., will be presented with a gold medal and citation on Oct. 4, at the Lake Placid Club, Essex County, N. Y., during the Society's 78th convention.

Kell Winner Last Year

The David Sarnoff Gold Medal Award was established to give recognition to technical contributions to the art of television and is awarded primarily for achievements within the last five years. In 1954 it was presented to Ray D. Kell of RCA laboratories division of the Radio Corp. of America.

NT Conclav

(Continued from page 1)

Paul Scherer, Stan Brown, Ho G. Milton.

Fox West Coast Theatres, Los geles: John B. Bertero, Edwi Zabel, John E. Lavery, Redg Henn, A. H. Ahlskog, A. J. Kr man, Jack Wilson, R. H. McCull Walter Bantau, James Dillon, T ton Sargent, Irving Epsteen, Pirosh, M. A. Lundgren, Henr Cox, Everett Sharp, Dan Polier, Elliott, Joseph Tuohy, M. Spe Leve, Ernest Sturm, Fred Glass, Klee, Roy Evans, Russ Brown, H Gill, Robert Smith, Dick Smith, Franke, Harold Wyatt, Walter S Ralph Hathaway, Pete Latsis, I Hyskell, Laurence A. Peters, T Sword.

Ten from San Franeiseo

Fox West Coast Theatres, Francisco: James Runte, Cliff R olds, Fay Reeder, Clarence I Robert Northmore, Robert Bra George Milner, Robert Rothafel, I Tavolara, Ed Sullivan.

Evergreen Theatres, Seattle: liam Thedford, Frank Chr George Patterson, John Beall, C Nyberg, Jack Hamaker, Delmo ison.

Fox Midwest Theatres, Kansas Senn Lawler, Dick Brous, R Adams, Harold Hume, Charles Shafer, Frank Bamford, L. E. P J. K. Redmond, Leon Robertson, J. Haas, Fred C. Souttar, Joh Meinardi, J. J. Long, C. C. Mu George I. Hunter.

Intermountain Offieials Attend

Fox Intermountain Theatres, I ver: Frank H. Ricketson, Jr., Ro W. Selig, Thomas P. Brennan, W. Davis, Harold E. Rice, Jack McGee, Harry B. Green, Melvin Glatz, Alvin J. Plouff, R. J. Garl Paul Lyday, John O. Denman, F ert Sweeten, Robert Bothwell.

Fox Wisconsin Theatres, Milw kee: Gordon Hewitt, Al P. Fran

Eastern Theatres: William Moc New York, David Idzal, Detroit, H old W. Seidenberg, Philadelphia.

National Theatres board of di tors: Willard W. Keith, General F. Giles, Richard W. Millar, Gra L. Sterling, Jr., Earle G. Hines, G son Bautzer.

Guest speakers: Sam Engel, Fr McCarthy, Albert Sindlinger.

Welcome by Rieketson

Ricketson in the morning will ext official welcome to the more than delegates from the 20 states in wh NT operates 350 houses. At lunche Don Kendall, vice-president of Pe Cola, will speak.

Afternoon speakers will inclu Lundgren, Wyatt and Brown of I Angeles and Selig of Denver. Al ander Film Co. will hold a cock party at the broadmoor pool, w dinner to be followed by a spec screening of a CinemaScope pictur

The Tuesday morning session w deal with departmental meetings.

Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

Spotlighting the News

mmunity Television

nother sign of the growing ortance of the field of commu- television is the announcement he Ampli-vision division of In- ational Telemeter Corporation, ubsidiary of Paramount Pic- es, that packaged closed-circuit ems are ready for immediate very. The Telemeter equipment handled by Graybar Electric pany. It is asserted that closed uit television will be more eco- ical in many areas than either F or UHF. It is also antici- ed that with such closed circuit munity systems, by means of a work affiliation and the use of , national programs could be sented. The improving quality kinetoscope recordings would e such programs acceptable, cially in situations where no ular station could be received.

g Football

ven though major league base- is still attracting much TV ntion and will until the last out in the final game of the ld Series, big time football is ady clamoring for its place in television sun. Despite various rictions, notably those spon- d by the National Collegiate ietic Association, television ball coverage will be bigger better than ever. For example, C will present eight games ting next Saturday and con- ing until December 3. There will be an NBC telecast of a football game Thanksgiving Day. Four of the games, including the first (Georgia Tech vs. Miami) will be in color. Arrangements are under the direction of Thomas S. Gallery, NBC director of sports. Lindsey Nelson and Red Grange will be the commentators.

RETMA Fact Book

► Some indication of the tremendous size and developing potentials of that part of the electronics industry supplying television requirements is given in the new *Fact Book* published Saturday by the Radio - Electronics - Television Manufacturers Association. Over a half million people now work in the industry, which has seen 40 million TV sets and more than 115 million radio receivers made in the past decade. In 1954 for the first time factory sales climbed above the $5,000,000,000 mark. It is noted that the sale of television tubes this year is at a rate substantially above 1954. Set production during the first seven months of 1955 was more than 32 per cent above production in the comparable period last year.

Two Way Street

► That international trade in television films is not going to be an American monopoly was demonstrated by the recent purchase of a British Broadcasting Corporation series, "War in the Air" by General Teleradio, Inc. The series of 15 half-hour films deals with the impact of military airpower during World War II. The BBC expects eventually to sell a large number of its TV shows in the American market. If American companies are reluctant to buy British shows they will find it increasingly hard to make sales in London. A British TV film quota is not an impossible development.

FCC Dilemma

► If it is to avoid pressure from Congress the FCC is going to have to take steps pretty soon to help bring television stations to more communities across the country. At the present rate of actual construction of new TV broadcast transmitters centuries might pass before the April, 1952, FCC channel allocation table was completed. It is an unusual situation where a UHF station can operate profitably. Even some VHF stations which do not have the network affiliations desired are not having too easy a time. On the other hand other stations are fabulously successful from the financial point of view.

Warner Presents

► Both the television and motion picture industries will be keeping a sharp eye on the first of the "Warner Bros. Presents" hour TV shows which start tomorrow (September 13) at 7:30 P.M., EDT, over the ABC network. The first program stars Jack Kelly as a young psychiatrist in "Kings Row". Paul Stewart is the director. Each of the programs is to feature "Behind the Cameras," produced by Art Silver and narrated by Gig Young. The aim will be to show how feature films are made.

"Secretary" Jackpot

► Television Programs of America, Milton A. Gordon, president, has just made what is claimed to be the biggest deal of its kind in television. It purchased, with a $1,000,000 down payment, 104 episodes of "Private Secretary" which stars Ann Sothern. In addition Chertok Productions, producers of the film series, is to receive an undisclosed percentage of the gross sales for what is described as a protracted period. While "Private Secretary" continues to be produced by Chertok, the 104 episodes purchased by TPA are to be renamed "Susie," according to the arrangement made by Edward Small, TPA board chairman, and Paul McNamara, partner and vice-president of Chertok.

Astoria Stages

► The report that the Department of the Army may cut the budget operating the Army Signal Corps Pictorial Center in Astoria, Long Island, formerly Paramount's studio in the east, may be felt in several ways by the public and the industry in New York. If the big studio is returned to production by private industry, it will restore the largest stages available here, and employment to many members of the guilds and unions who depend on theatre and studio jobs here. When the Army took over it was said that 1,000 members of the local unions were affected. Now, if the budgets for the Army Signal Corps are cut, it is said

(*Continued on page* 10, *col.* 4)

RITAIN ALL SET

ONDON: All of Britain is itting on the edge of its fig- rative seat waiting the be- inning of commercial TV ransmission 10 days from to- ay, on September 22. And in onsequence the Radio Equip- ent Manufacturers' Associa- ion reports an upsurge in the ale of receivers, with July et sales at 61,000, or five per ent better than June, and otal sales in the first seven onths of the year at 542,000 ets. At the end of July do- estic television reception censes in Great Britain and Northern Ireland totaled close o 4,750,000.

In Our View

ONE of the roughest assignments in the TV arena is that of the man who is responsible for the commercial. He's the lad who has so much to do with whether Mr. and Mrs. and the Kids dash off to the nearest emporium, or yawn, flick a finger nail or reach for a competitive product when the "selling stuff" hits the tube face.

In view of the importance of the sponsor's money to the whole operation, the commercial-maker gets too often into a rut of sameness. One starts singing, and all the boys break a tape getting into the act. It strikes us quite likely that some folks will remember those jingley melodies, but get fresh out of mind as to what's a-selling. The cartoon technique tends to get a bit beaten-to-death, too, but that's chiefly because the same cartoon is kept around too long.

The one sure thing, it seems, is that any and every commercial should be used just so long, then sent out to pasture. The man responsible must be constantly at work, finding new methods of getting that message across. Straightforward fact, neat but not gaudy, simple and not phony, is a handy recipe. It's not easy, but it's necessary to change the plays to keep ahead of the opposition, and to keep happy that jolly old elf—the sponsor.

Passing in Review

THE new show season continued to bring old faces back and new faces front on the TV screen. Among the week's starting programs were "Steve Donovan, Frontier Marshal" (September 6, NBC-TV), and another of like character (reviewed below.) "Big Story" resumed (September 9, NBC-TV) and the same evening and network opened "Star Stage." September 10 was busy: "Harriet Van Horne Show" (ABC-TV), "It's Always Jan" (CBS-TV), "Gunsmoke" (NBC-TV), "Your Hit Parade" (NBC-TV).

THE LIFE AND LEGEND OF WYATT EARP. ABC-TV; Half-Hour. 8:30 to 9 P.M., EDT. September 6, 1955. For General Mills, Inc., and Parker Pen Co., alternately.

Folks who know their way around the history of the early American west know well that one of the greatest of the frontier marshals in that action-packed era was Wyatt Earp, and, with Hugh O'Brian in the title role, the adventures of Earp come to television. If the first episode in the series sets the pattern, and it may be assumed that it does, here is an exciting and effective TV half-hour. Robert F. Sisk produced for Desilu Productions, Frank McDonald directed, and the first 10 scripts are from the facile pen of Frederick Hazlitt Brennan, based on a book by Stuart N. Lake. The engaging element of this series is the fact that the man and in general the situations are true. In this initial episode Earp comes to town, proves himself peace-loving but two-gun handy under pressure, and takes on the unwelcome sheriff's post in a fear-ridden spot. Good performances are backed by professional handling of sets and cameras, and the result looks like good TV, for the youngster, of course; for the adults who like their action tinged with authenticity, and for the sponsor.

JANE WYMAN'S FIRESIDE THEATRE, NBC-TV, Half-Hour. 9-9:30 to 10 P.M., EDT, September 6, 1955. For Procter & Gamble.

This week in her second show of the season, Jane Wyman presented "Gusher City" with Rod Cameron as co-star. Splendid acting, especially by Miss Wyman, turned a routine story, of a woman hotel manager in the Old West teaching the proprietor a lesson at the poker table, into good entertainment. The production crew turn in a good professional job even under the difficulties of filming each show with a new male lead. William Asher is the producer and Sidney Landfield the director. Bill Goodwin is the announcer. The show should attract and hold a lot of housewives, husbands and other members of the family, all potential users of Ivory Soap and Crisco.

COMMERCIALS ON THE SPOT

Continued activity on production of new commercial spots, to freshen the advertising appeals for a variety of products, includes the following:

At FLETCHER SMITH STUDIO

Vick's Cough Syrup (*Morse Int.*)
MGM's "Bar Sinister" (*Donahue & Coe*)
Hunt Club Dog Food (*Ted Bates*)
Four Way Tablets (*H. B. Cohen*)
Vick's Vapo Rub (*Morse Int.*)

At LALLEY & LOVE

Playtex Gloves (*Reach Yates & Matloon*)
Nestle Inst. Coffee (*McCann-Erickson*)
Columbia Records (*McCann-Erickson*)
Nash Automobiles (*Geyer*)
Westinghouse Heaters (*McCann-Erickson*)
N. Y. Daily News (*Cunningham & Walsh*)
Calgon (*Ketchum, McLeod, Grove*)

At LOUCKS & NORLING

Gillette Blades (*Maxon*)
Goodyear Tires (*Y & R*)
Folger's Inst. Coffee (*Cunningham & Walsh*)
Wine Grower's Guild (*D-F-S*)
Bulova Watches (*McCann-Erickson*)

At SARRA, INC.

Swift Products (*McCann-Erickson*)
Slenderella (*Management Assoe.*)
Fluffo (*Biow-Beirn-Toigo*)
Stopette (*Earle Ludgin*)
Purina Chick Food (*Gardner*)
Rheingold Beer (*Foote, Cone & Belding*)
D-X Motor Oil (*Potts-Calkins & Holden*)
Hormel Franks (*BBDO*)
Soft Spray Net (*Earle Ludgin*)
Frisch's Hamburgers (*Rollman Adv.*)
Dodge Cars (*Grant*)
Sheaffer Pencils (*Russel M. Seeds*)

At UNITED PROD. of AMERICA

Piels Beer (*Y & R*)
Ford & Lincoln Cars (*Y & R*)
Dandee Bread (*Friend Reiss*)
N. Y. Telephone Co. (*BBDO*)
CBS-Hytron Tubes (*Bennett & Northrop*)

At UNITED WORLD FILMS

Coca-Cola (*D'Arcy*)
Spic & Span (*Biow-Beirn-Toigo*)
Marlboro Cigarettes (*Leo Burnett*)
Lux (*J. Walter Thompson*)
Joy Detergent (*Leo Burnett*)
Philip Morris (*Biow-Beirn-Toigo*)
DuPont Anti-Freeze (*BBDO*)
Campbell's Soups (*Leo Burnett*)
Toni Soft Touch (*Leo Burnett*)



MARK STEVENS, above, actor and producer of films for television, shortly will be solely an executive. After completing the last of the "Big Town" series (39 episodes) and one more theatrical film to be made in the Spring, he will quit performing and concentrate on directing and supervising and expanding, hoping also to acquire for his own use a completely modern studio.

WHO's WHERE

JOSEPH M. McDANIEL, Jr., secretary of the Ford Foundation, has been named chairman of Guild Films advisory committee on new business and corporate expansion. With Mr. McDaniel on the committee are **DAVID VAN ALSTYNE**, member of the New York Stock Exchange; **REUB KAUFMAN**, president of Guild Films, and **AARON KATZ**, treasurer of the company.

TOM E. PARO has joined the eastern division television sales staff of NBC spot sales department. He previously was on the sales staff of Mutual Broadcasting in New York and Chicago.

ALFRED JACKSON, WRCA-TV manager of technical operations, has arrived in London for a lend-lease assignment of three months as technical consultant to Associated Broadcasting Corporation, Ltd., new commercial TV organization in Great Britain.

HOLLYWOOD

Kline-Simpson and Associ will have $1,000,000 allocate introduce Fantastic, a new h permanent, via motion pictu TV and radio, starting next mo . . . **Rex Allen** is back from app ances in the midwest all se start his new telefilm se "Frontier Doctor," at Republic **Deforest Kelly** will make lik "Millionaire" for the pop series, in the **Iris Miller** segm written by **David Chandler**, t directed by **Leslie Martinson.**

Ida Lupino is shooting five succession for her portion of I Star Playhouse. . . . **Alix Ta** gets her third season contrac play Myra on "My Favorite band," which finds a choice behind "The $64,000 Quest next month. . . . **Douglas Hende** joins **Richard Carlson** for a st role in Ziv's "I Led Three Liv now being filmed at Amer National. . . . **Celia Bruns**, the year-old New York University ed, who was discovered in a s mer stock appearance at Corn Bridge, Conn., by the CBS York film production superv **Edward J. Montagne**, becomes a regular as Mabel's younger si in "Joe and Mabel."

A three-minute trailer is b prepared to herald Eastman dak's Screen Directors Playh over the NBC-TV net for weeks prior to its October 6 de **George Sidney**, SDG presid **George Waggner** and **Hal Ro Jr.**, will share the spotlight, clips from **Leo McCarey's** "T the Governor," starring **I Shriner** and **Barbara Hale**, in advance pitch.

Screen Directors Playhous grabbing off the cream of the t nical talent bid for the tops in quality on those 21" screens. **Mohr** and **Alfred L. Gilks**, a co of Academy award winning c eramen now have agreed to launch the series for East Kodak. Mohr is working with rector **Frank Borzage**, while C is figuring out the moves with McCarey on two of the shows.

—SAMUEL D. BEI

TELEVISION TODAY—Editorial Dire Charles S. Aaronson; Eastern Ed Pinky Herman, Vincent Canby; H wood: William R. Weaver, Samue Berns; Washington: J. A. Otten; Lon Peter Burnup; Photo Editor: Floy Stone.

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'ATION TO 'ATION

ore than 30 new programs will dded to the schedule of New k's WABD (Channel 5) start- this month, according to Ted , general manager of DuMont ed and operated stations.

TTV, serving the Indianapolis- e Haute-Bloomington area in ana, is affiliating with the -TV network this week, it is unced by Alfred R. Beckman, ork director of station rela- s. WTTV is owned and oper- by Sarkes Tarzian, Inc., with rt Lemon as general manager.

TRE-TV in Lufkin, Texas, has n telecasting under a unique ngement with Houston's C-TV. Signals from KPRC- will be picked up at Coldspring, t 65 miles from the Houston smitter, then transmitted by owave to KTRE-TV's trans- er which sits on a hill with ele- n of about 450 feet. After lification they will be re-tele- on an interference-free Chan- . It is estimated that at pres- here are 30,000 set owners in a -65-mile radius of Lufkin who had to be satisfied with fringe reception, who will now re- network and other shows clarity comparable to Houston reception of KPRC-TV.

nother award has gone to nfidential File," Guild Films' documentary which becomes nally syndicated this month. time it took the first annual ice award of the Volunteers in hiatry of Los Angeles General ital. The award goes to Paul es, originator of the show.

ation WKRG-TV, Mobile, Ala., connected to the Bell Tele- e System nationwide network elevision facilities last week. feed is from a transmitter at Vernon, Ala., which is on the dan, Miss., to Pensacola, Fla., relay route. Network pro- ns now reach 371 stations in cities.

PIX, New York, will offer adventure with "I Search for nture" beginning September The series has 52 chapters.

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LIVE—BUT ON FILM WITH THE ELECTRONICAM SYSTEM

by CHARLES S. AARONSON

On the stage of the Adelphi theatre on New York's West 53rd Street of a Friday afternoon, the redoubtable Jackie Gleason was working through one of his "The Honeymooners," the series which will hit the CBS network October 1 for Buick and probably set a station total record.

Shooting the rehearsal scene were three camera units using the Electronicam TV-Film System of the Allen B. DuMont Laboratories, the system devised by James L. Caddigan of DuMont, with some 18 years of motion pictures and a half-dozen years of TV behind him. That the comedian was "high" on the Electronicam system was apparent, and it would seem he has every reason to be. Its future looks limitless.

▼ ▼ ▼

High quality production result, enormous time saving, a "live—on film" feeling are some of the benefits to be derived from use of the new system, which first came out of the incubator last April in 16mm, and now has come to fruition in 35mm. The Gleason elation stems chiefly from the fact that the DuMont system enables him and his company to rehearse and play a full program just as though he were going to the air directly live. Mr. Gleason calls the system "revolutionary." He says, "With it, we're really getting what we went after; a live show on film."

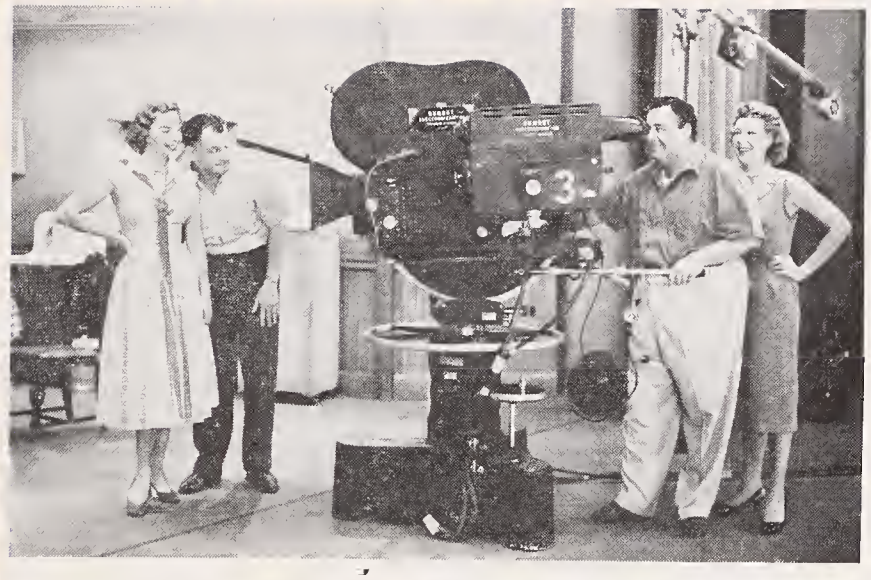
At that Adelphi rehearsal interested spectators included Elia Kazan, the director, and Budd Schulberg, writer. They were both impressed, and after a word or two with the comedian and a personally-conducted tour by Mr. Caddigan, Mr. Kazan called the device "really pliable and, I would imagine, a pleasure to work with."

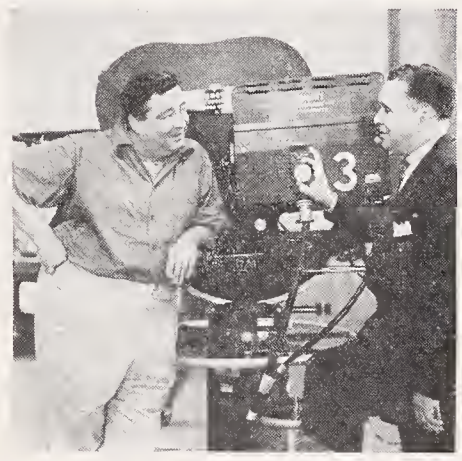
▼ ▼ ▼

The heart and key of the mechanism, as explained by Mr. Caddigan, is a 35mm pickup unit that includes a specially designed and adapted Mitchell motion picture camera with an image-orthicon television camera in a single operating unit. An optical system splits the light so that it is shared by both the film and the electronic pickup sections of the Electronicam simultaneously.

A panel control permits selection of any one of a group of lenses by push-button. Ease of focusing is possible through a single focus handle.

Mr. Gleason has found that he can complete the filming of a half-hour show with a two-hour rehearsal period in the afternoon, then an evening performance before a live audience. During the shooting, three 35mm pickup units are used from different angles, each unit providing simultaneous images on television screens and on film. The director sees all three pictures on his viewing monitors and makes his choice with push-buttons while the action is going on, after having had the advantage of monitoring during rehearsal.





The Electronicam system gets the full attention of Audrey Meadows and Art Carney, left, and Jackie Gleason and Joyce Randolph in "The Cramdens'" living room of "The Honeymooners." At the right, Gleason gets a blow-by-blow from the man who thought it up, James L. Caddigan, marketing manager for the system through DuMont's new Electronicam Production Services.

Frank Satenstein, the Gleason director, says he is able to move his cameras as in live TV but with the added advantage of a wide choice of angles. There is nothing to impede the fast, smooth recording of the action, he finds. "We record a show on the Electronicam in one-tenth the time that motion picture filming would require," he says. Thirty-nine of the Gleason shows are to be made in 19 weeks.

At the same time, an editing master is also produced in the form of a kinescope of the footage and effects chosen by the director during filming, making the final editing job a matter of hours only. An additional value is a footage and elapsed time counter, in the control room, showing the amount of film footage exposed and the running time thus represented.

Jackie Gleason, Art Carney, Audrey Meadows and Joyce Randolph are having fun making their shows for "The Honeymooners," but it would seem as well that, on the stage of the Adelphi, they may also be making a bit of television—and motion picture—technical history.

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SHOWS ON THE MARK

The premiere presentation October 5 on CBS-TV's "The 20th Century-Fox Hour," sponsored by General Electric, will be a specially filmed television adaptation of Noel Coward's "Cavalcade," originally filmed as a theatrical release by 20th-Fox in 1933. Alistair Cooke will handle part of the adaptation and negotiations are underway for Mr. Coward to provide other sections.

For the fourth year, the William Bendix series of comedies known as "The Life of Riley" will go over the air, September 16, on NBC. As usual, Gulf Oil will sponsor.

Singer Perry Como becomes star of his own show, one hour long, beginning September 17, over NBC. The show is called "The Perry Como Show" and its first production will feature Frankie Laine, Rosemary Clooney and others. Sponsors are Armour, International Cellucotton, Dormeyer and Noxzema.

"The MGM Parade" bows over ABC September 14, with 13 half-hour shows ready. George Murphy is host and director. Starred are famed MGM personalities.

The "Armstrong Circle Theatre" in its sixth year goes to one hour, starting September 27 over NBC. The dramatizations are called "actuals," and dramatize the story behind the news, with John Cameron Swayze, newscaster, as host.

"The Goldbergs" return over WABD September 22. They are "moving" from the Bronx to a suburban community, "Haverville". The new series will stress the changed emphasis and tempo of the new life. It's for Old Dutch Coffee.

"Long John Silver," starring Robert Newton, will come to WABD September 22, for A. Goodman & Sons. This is a series, filmed along with the theatrical release picture in Australia.

Ern Westmore will bring to the TV screen the secrets of makeup artistry in "glamorizing" 25 women each week over his NBC five-day-a-week program which begins Monday. It's under sponsorship of Charles Antell Mondays, Wednesdays and Fridays.

SHOWMAKERS

***Henry Burbig**, old-time radio favorite, will appear in his first major television appearance on WABC-TV, New York, as the Bavarian Toymaker in Tinker's Workshop. The program is Monday through Friday.*

***Tallulah Bankhead** and the 12-year-old spelling marvel, **Gloria Lockerman** of Baltimore, will be guests for the season's first program of the **Martha Raye** Show series Tuesday, September 20, over NBC-TV. They will appear opposite Miss Raye and **Rocky Graziano**, who plays her boy friend.*

***Roberta Peters**, young Metropolitan Opera coloratura soprano, will be the Voice of Firestone's guest soloist on its Monday, September 19, simulcast over the ABC-TV and radio networks.*

*The **Danny Thomas** show, Make Room for Daddy, begins its new Fall series of family comedy tomorrow, September 13, on ABC-TV. It is sponsored on alternate weeks by Pall Mall and Dodge.*

***Bob Finkel**, producer-director for the NBC-TV And Here's the Show, has been named director of the Colgate Variety Hour. He will direct and stage all appearances on the series of **Dean Martin** and **Jerry Lewis**, beginning with their first bow of the season together September 18. Mr. Finkel, son of William L. Finkel, Pittsburgh motion picture exhibitor, will also be co-producer of the show with **Max Siegel**.*

***Ben Grauer** will be the editor-host on Big Story, NBC-TV Fridays 9:00 to 9:30 P.M., EDT.*

***Eva Marie Saint** and **Paul Newman** will co-star with **Frank Sinatra** in the musical version of "Our Town," the NBC-TV Produeers Showcase production for September 19.*

*Down You Go, played by panelists and home viewers with **Dr. Bergan Evans** presiding, will have its premiere over the ABC-TV network September 15. A **Louis G. Cowan, Inc.** production, it is sponsored on alternate weeks by Western Union and Procter & Gamble.*

SPOTLIGHT

(Continued)

that "more than 700 of the civil service employees of the A Pictorial Center may lose t jobs by the end of this mon It is believed in the trade that Army doesn't need such an e orate studio installation, and n did. It has been a popular su ban resort for some who wan be near Broadway during t military service.

New Syndicator

▶ Cinema-Vue Corporation, h ed by Joseph P. Smith, is curre setting up a national sales or ization to handle distribution films for television. Last week nouncement was made that Cine Vue had made deals with An can British TV Movies, Inc. Clift TV Films to take over ex sive distribution in the Un States and territories for 131 E ish features, some made in the few years and a number never fore released to television. cluded are four films made 1953-54 by Sir Alexander Ko

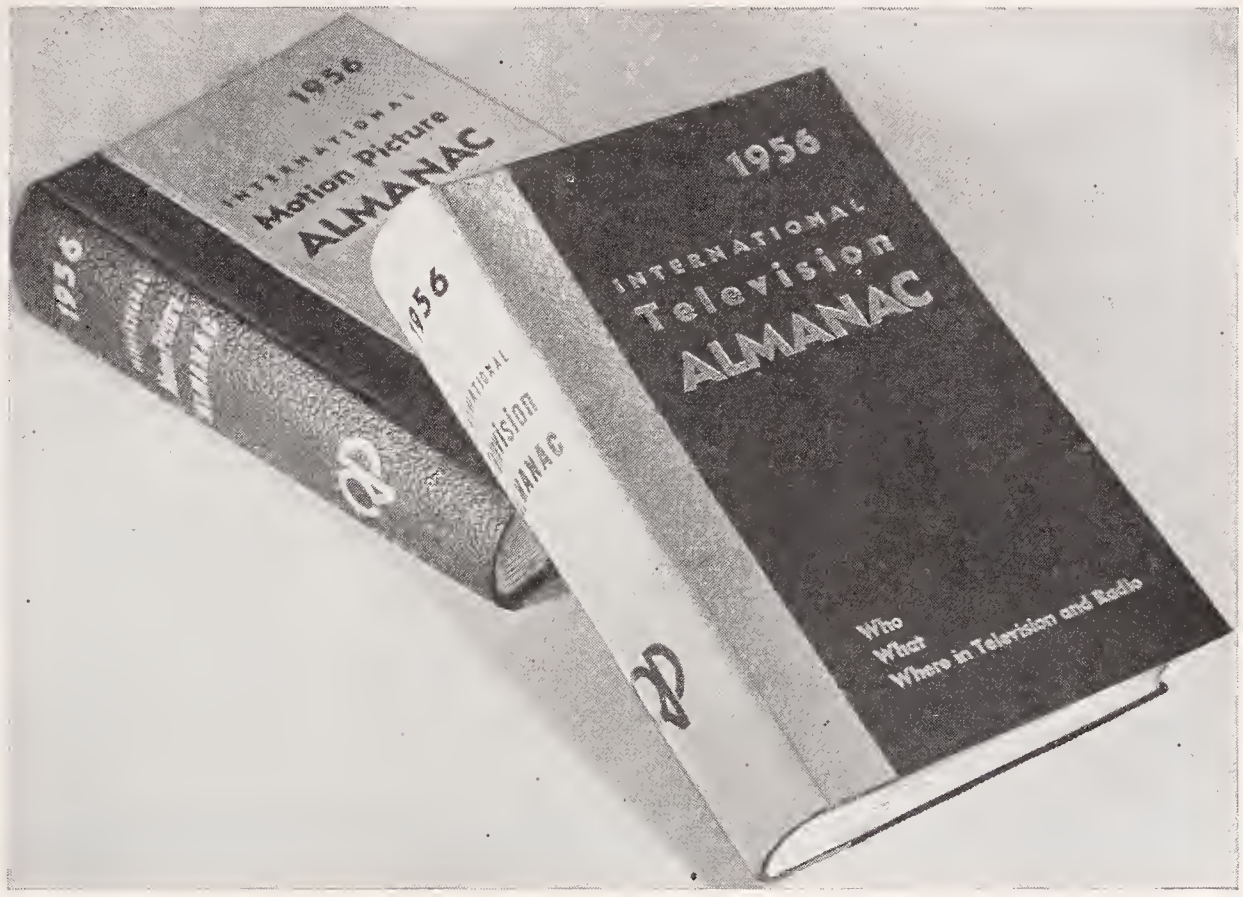
Festival TV Awards

▶ Growing recognition of the portance of films made for vision is symbolized by attent given at film festivals, long ex sive domains of theatrical and cational motion pictures. This "The Gallant Little Tailor," in "Animated Fairy Tales" series tributed by General Teleradio, first award in the television category at Venice. The sub was made in London expressly television. Lottee Reiniger was designer and animator. Altoge there are 26 films in the "Anim Fairy Tales" group.

Bigger TV Screens

▶ It is inevitable that sooner later—and more likely sooner t later—television screens for homes will have to be substanti enlarged. The public likes "a picture." The motion picture dustry has learned that the screens pay off handsomely. few years ago the average mo picture theatre screen was only feet wide. Now the average is m than twice that and screens in door theatres run all the way u 90 feet and in drive-ins to 120 f Development of larger TV scre is held back by scientific and ec omic factors. Eventually progr in the former category will lick dollar and cents problems. economic mass production TV ceiver screens are probably large now as practical. Really TV screens can come about by p fection of a light amplification s tem or working out the "bugs" a projection system. Engineers not rest—nor will the public wholly satisfied—until TV scre are at least as large as ho movie screens. Then TV will h new entertainment importance.

Now Television is to have its own ALMANAC



Wherever motion pictures are produced, distributed, exhibited, or written about, the ALMANAC has a standing that is unique. It is unquestionably *the* standard reference for "Who", "What", "Where" throughout the motion picture industry.

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Edited by CHARLES S. AARONSON

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Also Blasts Webs

Telemeter Hits Exhibitor Who Fights Toll TV

From THE DAILY Bureau

WASHINGTON, Sept. 11. — International Telemeter Corp., in its reply comments filed with the Federal Communications Commission here on Friday, declared that the opposition to subscription television "comes from the entrenched interests who stand to gain from the preservation of the status quo."

Calls It 'Vitriolic'

Telemeter, a subsidiary of Paramount Pictures, scored theatre exhibitors for their opposition to pay-as-you-see television. "Their opposition to home television of any kind has been vitriolic from the outset," Telemeter said. "But now they express concern for the fate of 'free' television if pay-as-you-see television is authorized."

The reply comments declared that what will keep people coming to the theatres are "the possibilities inherent in such developments as" Cinerama, VistaVision, CinemaScope, Todd-AO and theatre television. "The exhibitors should realize," Telemeter said, "that their interests as well as the public interest would be better served by their devoting their efforts in promoting features for theatres which home television cannot duplicate than by suppressing a new industry."

Charges 'Dominant Position'

The brief outlined "the dominant position of the networks" and said that pay-as-you-see television offers a real hope that this position can be lessened. By permitting the public to pay for programs, Telemeter said, "a new source of revenue can be tapped which will be able to support popular programs not under the control of the networks."

Telemeter stressed what it called "the essential advantages" of its own system as compared with the other subscription television systems proposed to the Commission. Among those advantages it mentioned the possibility that Telemeter might ultimately be able to provide full dual channel use—the simultaneous use of a television channel for both a free and a paid telecast.

Answers Opposition Argument

Telemeter pointed to the opposition argument that the consumer who has already bought his television set would have to invest more money in it if subscription television is authorized and he wishes to see paid programs. "The Commission has not hesitated in the past," Telemeter said, "to require the public to make additional expenditures when public service interest would be served thereby."

No Immediate Decision

Toll TV Issue Now Up to FCC; Has Several Courses of Action

By J. A. OTTEN

WASHINGTON, Sept. 11.—The next move in the toll television battle is now up to the Federal Communications Commission.

With the filing of additional reply briefs Friday by opponents and proponents of the various toll television systems, the FCC took the entire problems under advisement. The commissioners have open to them several courses, and a final decision is months to years away, depending on which course they choose. They could:

Turn down without any further proceedings the requests to authorize toll television;

Authorize without any further proceedings a full-scale toll TV system;

Authorize a very limited commercial test of toll television, but postpone a final decision on widespread use of toll TV;

Buck the matter to Congress by asking the lawmakers to say whether the present Communications Act permits the FCC to authorize subscription TV;

Declare that certain points are still not clear and ask the parties to submit further comments in writing on these specific points;

Schedule lawyers' arguments on the pros and cons, as a substitute for full-scale public hearings; or

Schedule limited or full-scale public hearings on the subject.

If the Commission decides—as is likely—to take one of the last five possibilities, a final Commission decision on nation-wide toll television would be many, many months away. The Commission's announcement that it had decided to take one of these courses would, of course, come much sooner, possibly in a matter of two or three months. If the Commission decides to take one of the first two possibilities, the matter would be resolved finally much sooner than under the other alternatives, probably late this year or early next year.

Fact-Finding

(*Continued from page* 1)

mission, said ABC, could then be passed on to Congress.

This suggestion was offered, the ABC comments explained, in the event the commission "is not yet convinced that the proceedings should be dismissed as not in the public interest."

ABC was insistent in its contention that the FCC does not have the authority to establish a paid television system. "It seems clear," ABC said, "that the question of the commission's authority and of the proper classification and regulation is so clouded with doubt that the commission should, as a matter of policy, consult Congress before proceeding."

If our traditional system of free broadcasting is to be changed by subscription television, ABC declared, "the decision, which involves far-reaching political, social and economic upheavals in our way of life, should be made by Congress and not by the commission."

The underlying issue raised by the proposals to authorize subscription television, ABC said, is "whether to take away from the low and medium income families all or a major part of the television programs they now receive."

Marcus Loew Dividend

OTTAWA, Sept. 11. — Marcus Loew's Theatres, Ltd., has declared a dividend of $1, payable on Sept. 30 to stockholders of record on Sept. 10, the board of directors of the company announced.

TV Code

(*Continued from page* 1)

films which the board, upon review, has found to be inconsistent with television code standards. This announcement was made over the week-end by the NARTB, at the close of a two-day meeting of the Code Review board. Since the inception of the code, the board has reviewed films on which it has received a formal complaint, but, if it found the film objectionable, has merely passed its views on to the particular station that showed the film.

The new procedure of notifying all code subscribers of all films which the board finds objectionable has been adopted "in order to assist the broadcaster in forwarding his own efforts at self-regulation," according to G. Richard Shafto, chairman, of the board.

Praises Subscribers

"There is ample evidence that the code subscribers are tightening their preview controls on film," Shafto said. "The board is supplementing these individual efforts by expanded monitoring, staff and board review."

In another action, the board decided to continue to compile information on the practice of advertising motion picture theatre attractions with televised commercials.

The board said it was taking note "of a growing trend to insert promotional material, including actual filmed portions of current Hollywood product in programs already utilizing the maximum allowable commercial time standards suggested within the television code." The board would not attempt to suggest a formula to

Sees 'False Alarm'

Skiatron Tell FCC Toll TV i Public Interes

From THE DAILY Bureau

WASHINGTON, Sept. 11. — T Committee Against Pay-To-See TV part of Organizations for Free T was derided for its efforts to defe sponsored television against the "k known danger" of subscription te vision in a 29-page comment wh was filed by Skiatron Electronics Television Corp. with the Fede Communications Commission on F day.

Motion picture exhibitors, Skiat points out, opposed "free" televis when it appeared, and would like prevent every form of entertainm outside the four walls of their o theatres.

Says Advance Is Impeded

"This is the group whose memb enjoy the sight of rain on weeke since rain will drive beach part picnickers, and even ordinary sig seers into their sheltered theatres. wonder they oppose any signifie advance in home entertainment," reply said.

Skiatron charged the theatre ov ers, and the networks, with an titude of "the public be damne The reply deplored efforts by the n works to spread the false alarm t the FCC is being asked to dee whether pay TV will replace sp sored TV and pointed out that commission is merely being ask "to add to the existing system frequencies not now being utilize a supplementary service to which t public may or may not avail itsel

Points to 'Traditions'

The brief, supporting the Skiat system of toll TV, declared it is c trary to basic democratic traditi of free enterprise to entrust the d tiny of TV to the exclusive cont of "purveyors of nationally brand goods."

The insistence of the networks t the advertising dollar and only t advertising dollar must provide t economic foundation of our TV dustry, Skiatron said, "bespeaks th basic fear that subscription TV c and will offer the public programmi which it truly desires and for wh it will willingly pay directly rat than indirectly through the medi of cigarettes, beer and soap."

It was also pointed out by Skiatr that the FCC "has both the author and the duty to act now in the t TV issue."

code subscribers, Shafto said, h would rather view reaction and co pile statistical information about t practice.

A report on the recommendatio of the sub-committee will be hea by the board when it meets again January.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 51 NEW YORK, U. S. A., TUESDAY, SEPTEMBER 13, 1955 TEN CENTS

REPUBLIC AGREES TO 16MM. DECREE

Reply to Critics

Myers Clarifies Allied Stand on Tax, Compo

'ees Exhibitor Groups Ignored'; Flails McGee

From THE DAILY Bureau

WASHINGTON, Sept. 12.—Attacks ı Allied States Association for its ap-ırent reluctance to participate in an-ther admission tax repeal campaign ıd for its opposition to the Council Motion Picture Organizations' dues ive were answered here today by bram F. Myers, Allied general coun-l, in a general bulletin to members. t the same time, Myers took a slap two at Pat McGee, co-chairman of ıe last tax drive, for his remarks rel-ive to credit for the success of that ımpaign.

It was not merely the refusal of the stributors to allow COMPO to lend hand in the campaign against sub-ription television that turned many llied men against the organization, yers stated. The main cause for the lisaffection among Allied leaders," continued, "was their belief that OMPO had become a self-perpetu-ing bureaucracy separate and apart om the organizations composing it." yers asserted that "during the past

(*Continued on page* 5)

Hospital Visit For Field Men

Plans to bring regional chairmen the Christmas Salute to the Will ɔgers Memorial Hospital at Saranac ake, N. Y., for an inspection visit rly in October were approved by e board of directors of the Hos-tal at the annual meeting last ıturday at the Edgewater Motel, hroon Lake, N. Y.

The chairman from every exchange nter, some of whom are exhibitors ıd some distributors, will be flown and from the hospital to see and

(*Continued on page* 3)

U.K. Studio Workers Accept 7½% Raise

From THE DAILY Bureau

LONDON, Sept. 12.—A mass meeting of studio employee members of the National Association of Theatrical & Kine Employes today approved a seven and one-half per cent wage increase for a new contract with producers. The vote was 685 to 26.

Tom O'Brien, head of NATKE, later said the meeting also pledged its support wholeheartedly to his efforts to obtain better terms from Cinematograph Exhibitors Association for NATKE members.

Four Disney Films To RKO Radio for Foreign Distribution

Following negotiations by Walter Branson, worldwide sales manager for RKO Radio Pictures, and Leo Samuels, general sales manager of Buena Vista Film Distribution Co., RKO Radio will distribute four of Walt Disney's current properties throughout Latin America, the Far East (excepting Japan), Australasia and Switzerland, it was announced yesterday.

Pictures involved are "Lady and

(*Continued on page* 4)

Judgment Requires Firm to Offer Most Of Its Product to TV; See Same Terms for Other Defendants in Government Suit

By J. A. OTTEN

WASHINGTON, Sept. 12.—The Justice Department announced today that Republic Pictures Corp. had agreed to a consent judgment in the government's 16mm. anti-trust suit against that company and nine others.

The judgment, the first agreed to by any of the defendants, would require Republic to make available to television most of the films shown earlier in theatres. This is the main purpose of the government suit.

The judgment was filed in District Court in Los Angeles, where the suit still pends against the other defendants. Justice Department officials said that as far as they knew, the case would go to trial against the other defendants on Sept. 20.

The government suit, filed in 1952, charged the major film companies with a conspiracy of refusing to license 16mm. feature films in any way that might compete with the exhibition of 35mm. films.

Under the judgment agreed to by Republic, which presumably represents what Justice would demand in the way of settlement from other defendants, the film company is required to offer within 90 days to license for television 80 per cent of the feature films available for television produced prior to Aug. 1, 1948, and released for 35mm. national theatre exhibition.

The judgment also requires Repub-

(*Continued on page* 4)

Flatow's View

Sees 16mm Suit As Scheduled Against Others

From THE DAILY Bureau

HOLLYWOOD, Sept. 12.—In announcing the consent decree entered into by Republic Pictures with the Department of Justice in Washington, assistant U. S. Attorney Samuel Flatow today said that the trial against the remaining nine company defendants and the seven co-conspirators would proceed here as scheduled on Sept. 20 before Federal Judge Leon R. Yankwich.

The far-reaching terms of the con-

(*Continued on page* 4)

Response Is 44 For; 5 Against

Many Favor New U.S. Tax Repeal Campaign Now, Pinanski Reports

Special to THE DAILY

BOSTON, Sept. 12.—Support of his proposal that COMPO head another campaign against the Federal admission tax was given by an overwhelming majority of industry leaders to whom he wrote, it was reported by Sam Pinanski, president of American Theatres Corporation. He said 44 of those who replied to his letter were in favor of his proposal, against five opposed.

Pinanski, who explained that he was acting as an exhibitor responsible for a number of theatres and not as a member of the COMPO governing committee, said:

"The response to my proposal is especially heartening in view of the experience we have had this summer in New England. Ordinarily New England theatre operators can count on business in July and August that will provide a cash reserve for subsequent months. This summer, however, we have had at least two months of record-breaking heat, the most disastrous floods in our history and the worst polio epidemic this region has ever experienced. Despite these great handicaps we have been obliged to pay a Federal admission tax.

"I want to point out that what hap-

(*Continued on page* 5)

NT to Expand, Says Rhoden

Special to THE DAILY

COLORADO SPINGS, Sept. 12.—Aggressive expansion by National Theatres in allied amusement fields, with emphasis on rapid and vigorous development of Cinemiracle, a continuing intensified program of preselling motion pictures, and a vigorous fight for tax relief were the highlights of the keynote address of Elmer C. Rhoden, president, at the opening session of the company's convention here today.

Pointing out that National is mak-

(*Continued on page* 5)

PERSONAL MENTION

A. SCHNEIDER, Columbia Pictures vice-president and treasurer, and LEO JAFFE, vice-president, will leave New York today by train for Hollywood.

•

BERNARD JACON, I.F.E. Releasing Corp. vice-president in charge of sales, will leave Chicago today for Cleveland. He will be in Detroit on Thursday.

•

F. J. A. MCCARTHY, Universal Pictures Southern and Canadian sales manager, will leave New York today for Tulsa.

•

W. S. TOWER, Westrex managing director in England, is scheduled to arrive here by plane today from London.

•

MICHAEL REDGRAVE will arrive here today from England aboard the "Queen Elizabeth."

•

MORRIS SAFIER, independent distributor, has arrived in New York from the Coast.

•

GORDON JACKSON, British actor, has arrived here from London via B.O.A.C.

•

GREGORY RATOFF has left New York for London via B.O.A.C. Monareh.

•

HAL WALLIS has returned to New York from Europe.

Frank Badgley, 62

OTTAWA, Ont., Sept. 12.—Frank C. Badgley, 62, former head of the Canadian Government Motion Picture Bureau, died suddenly of a heart attaek. In the first World War he was in charge of films for British war missions in the U. S. and later was assistant director with D. W. Griffith.

He was a Canadian assoeiate of the Aeademy of Motion Pieture Arts and Seiences, fellow of the Soeiety of Motion Pieture and Television Engineers and a life member of the Projeetion Advisory Council.

RKO Salesman Dies

W. C. Winters, salesman for RKO Radio at Minneapolis, died suddenly Sunday (11th) at Sioux Falls from a heart attaek, while on a road trip. Winters was 56, and had been with the organization for 33 years.

'Hunter' to Mayfair

United Artists' "The Night of the Hunter" will have its New York premiere as the next attraetion at the Mayfair Theatre here.

Aboaf Predicts Sound Standardization In 3 to 4 Years; Foreign Market First

A standardization of motion picture sound, in the foreign market initially, "will come about within three to four years," according to Americo Aboaf, vice-president and sales manager for Universal International Films, Inc.

"Exhibitors abroad will settle down to the industry's requirements instead of the industry catering to the demands of exhibition by supplying prints with different sound tracks," Aboaf declared here yesterday. He voiced an opinion that one-track optical sound prints, which are currently in demand by many theatres abroad equipped with wide screen presentations, would be the victor in the "battle of sound."



Americo Aboaf

The standardization may be hastened by other technical developments, Aboaf said. Ben M. Cohn, assistant foreign general manager of Universal, who was in accord with Aboaf, pointed out that the high cost of supplying different sound tracks for the same picture curtails the number of engagements and "life expectancy of a picture." Cohn said that "the public abroad now doesn't give stereophonic sound much thought."

Bridge Named Para. Southwestern Mgr.

A new manager of Paramount's Southwestern division was announeed yesterday. He is Tom Bridge, Dallas branch manager, who will take over as division head on Sept. 19, it was announeed by Hugh Owen, viee-president of Paramount Film Distributing Corp. Bridge will suceeed A. M. Kane, resigned.

Bridge will be sueeeeded as branch manager by Frank Rule, presently Dallas assistant branch manager.

Dallas, Houston, Oklahoma City, St. Louis and Kansas City are the branches ineorporated in the Southwestern Division. Houston is a new branch, whieh will open shortly.

Bridge joined Paramount 26 years ago as a shipper in the San Antonio branch. Rule joined Paramount in 1942 as a salesman in Dallas.

Services Today for Mother of Gus Eyssell

Funeral services for Mrs. Louise Sauer Eyssell, mother of Gus Eyssell, president of Rockefeller Center, Inc., and chairman of the board of Radio City Music Hall, will be held at 3 P.M. today in the chapel of the Fifth Ave. Presbyterian Church. Mrs. Eyssell, who had been ill for some time, was 81. Death occurred at her home here on Sunday.

Interment will be at Mount Washington Cemetery, Kansas City, Mo., where Mrs. Eyssell was born.

Barnett to Europe

William Barnett, president of Barnett International Forwarders, Inc., motion picture shipping agents, will leave here on Friday for a six-week tour of Europe.

AA Interstate TV in World Distribution

Interstate Television Corp., subsidiary of Allied Artists Pictures, will immediately embark on a global distribution of television film produet, it was announeed here yesterday by G. Ralph Branton, head of Interstate.

Branton, who met with Allied Artists home office exeeutives yesterday, said that AA's foreign agents will handle the Interstate produet.

Markets to be developed, Branton revealed, include France, England, Belgium, Italy, Cuba, Puerto Rico, Venezuela, Colombia, Mexico and Brazil. All Interstate properties will be dubbed wherever required, he said. The Interstate head also revealed that Bernard Gates, Latin American supervisor for Allied Artists, will leave here today to contact TV outlets in South American countries.

Attending the home office meeting were Branton, Norton V. Ritchey, president of Allied Artists International, Alfred Crown and Edward Morey, vice-presidents, and Lloyd Lind, vice-president of Interstate.

Rites in D. C. Today For Leroy Sherman

WASHINGTON, Sept. 12.—Funeral services will take place tomorrow for Leroy D. Sherman, theatre manager here for the past 37 years.

Sherman, 56, died Saturday after a six weeks illness. He was manager of the Stanley Warner Savoy Theatre at the time of his death. Sherman had started his film industry career in 1918 with Harry M. Crandall, pioneer Washington exhibitor, and later saw service in many of the Crandall and Warner Brothers theatres. He is survived by his wife, Mildred, the daughter of Harry Crandall, also by a brother and sister.

Four Restraints Set

Pooling Barred By Court Edict In Terre Haute

Special to THE DAILY

INDIANAPOLIS, Sept. 12.—A settlement designed to restore the competitive situation in Terre Haute, Ind., has been announced in the government's anti-trust suit against Fourth Avenue Amusement Co., Louisville; Allianee Theatres, Chicago, and their affiliates here.

Stipulations accepted before Judge William E. Steckler in Federal Court restrain all parties from pooling agreements whereby theatres would be operated as a unit, from owning any interest in the State Theatre, from entering into any agreement for first run pictures that would be shown in exeess of 25 days before release to subsequent run theatres, including drive-ins. It also enjoins any informal agreement on the division of product.

Rosenthal Gets Theatre

The State Theatre, formerly operated by William Rosenthal, was taken over by Allianee-Fourth Avenue after Rosenthal began making sueeessful bids for first run product. It has now been returned to him. The pooling arrangement was liquidated several months ago to prepare the way for the settling of the ease.

The companies named in the suit besides Fourth Avenue and Allianee were their Terre Haute subsidiaries, Grand Theatre Corp., Tri-Theatre Corp. and Terre Haute Amusement Co., Ine.

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Burton Robbins on Dembow Drive Tour

he first leg of a nation-wide tour of ational Screen Service exchanges egan yesterday for Burton E. Robns, vice-president in charge of sales, launch the eorge F. Dembow sales tribe.



Burton Robbins

Robbins visid the N.S.S. uffalo exhange yesteray and will be Boston today nd in New aven tomorw, for meetgs with the les staff in nnection with c Dembow drive.

In succeeding weeks, Robbins will ver the remainder of the 31 anches of National Screen Service behalf of the drive, which runs om Sept. 5 through Dec. 15..

Hospital

(*Continued from page 1*)

ve described for them the work beg done and the results achieved. The experience, the hospital directrs believe, will better prepare them r the task of making the 1955 hristmas Salute the most successful date. That project ranks as one the top fund-raising efforts for e maintenance of the hospital, havg accounted for $161,372 last year. Robert Mochrie of Samuel Goldyn Productions, recommended to e directors that proper arrangeents be made to include top comny executives in the Christmas lute solicitation, rather than limitg it to the rank and file of industry nployes. He described the favorable sults achieved last year from visits home office executives on behalf the Salute by Sam Rinzler of the ndforce Circuit and himself.

Depend on Collections

It was evident, however, that the rectors fully expect theatre audience llections ultimately to become the rgest single source of revenue for e Will Rogers Hospital. This was ident in the report of Eugene cker of Loew's Theatres, chairman the hospital fund raising and ance committee, and in reports of cuit experiences with the collecns last month.

Such reports were made by Rinr, who said the total collected, the e of individual contributions, the mplete absence of complaints from trons and the lack of any adverse fect on attendance in the days folwing the collections in the Brookn neighborhood theatres of the ndforce circuit convinced him that ere is no reason to avoid audience llections for the hospital.

Similar experiences were described other cities and different types of theatres by Sam Rosen, vice-president of Stanley Warner Theatres.

Moe Silver of S-W Pittsburgh district theatres described the favorable audience reaction to collections in 66 small theatres in Western Pennsylvania. He recommended that the collections be continued through the run of a program, and not restricted to a single day, and that an instructive trailer be used.

Picker said that reports on the one-day collections in August are only one-sixth accounted for to date, but that $52,400 already has been reported.

R. J. O'Donnell, board chairman of the hospital, who presided at the meeting, warned that the Christmas Salute with its contributions from industry members must remain a foremost activity.

Officers Reelected

On the recommendation of the nominating committee, of which Herman Robbins is chairman, approved by the board, all officers of the hospital were reelected. They are O'Donnell, chairman; Abe Montague, president; Harry Brandt, Charles J. Feldman, Mochrie, Robbins, Sam Switow, Joseph R. Vogel and Richard Walsh, vice-presidents; Max A. Cohen, secretary; Si H. Fabian, treasurer, and George Eby, assistant treasurer.

George Weltner of Paramount Pictures, Allan Friedman of DeLuxe Laboratories, E. D. Martin of Theatre Owners of America, Rube Shor of Allied States and Moe Silver of S-W were added to the board. All other directors were reelected.

Ben M. Cohn Reports

American Product is 'Backbone' Of Exhibition Industry Abroad

By LESTER DINOFF

Product which is sent abroad by the U. S. motion picture companies "is the backbone" of the foreign exhibition industry, Ben M. Cohn, assistant foreign general manager of Universal Pictures Co., reported here yesterday at a trade press conference.

Cohn, who returned from a two-month tour of the company's branches throughout the Far East, Near East and Southern Europe, declared that foreign theatremen recognize that American product has "big commercial value and are dependable at the box office."

Exhibitors overseas are cognizant of the upcoming product from Universal pictures and are "booking blind" such films as "The Benny Goodman Story," strictly on hearsay, the U-I executive stated. "As a result, and due to the excellent product which the company has been releasing, Universal is tops in sales in five countries and therefore Universal business is very substantially and satisfactorily up," Cohn said. Among the countries which Cohn visited during his trip were Japan, Philippines, Formosa, Hong Kong, Singapore, Indonesia, Thialand, Burma, India, Egypt and Israel.

Cohn said that Universal is increasing its "block booking deals" with theatres in the Far East with full-year agreements on a number of first-run theatres, some of which were newly constructed, or entering into deals where the company shares the screen time.

The Universal executive said that the company is not dubbing or using sub-titles with product sold abroad, especially in India. In reply to a question about Russian product in this market, Cohn said that the Russians are dubbing the various Indian dialects, but "are not successful at it as the subject matter of their films are not close to the heart of the people."

Commenting on the 16mm. and newsreel sales, Cohn said that both are "good."

Al Lowe, supervisor for Latin America for Universal International, who also returned from a visit abroad, reported that the South American market has shown a tremendous increase in business despite economic and political troubles in some countries. Lowe reported that Universal is "first in sales" in three countries after the first 26 weeks of 1955.

Webb-Pomerene Act Hearings on Today

From THE DAILY Bureau

WASHINGTON, Sept. 12.—A Senate judiciary subcommittee studying the anti-trust laws will start three days of hearings on Tuesday, on the operation of the Webb-Pomerene Act and other anti-trust problems involved in foreign trade.

Chairman Kilgore (D., W. Va.) pointed out that the Webb-Pomerene Act, which gives American firms anti-trust immunity when they band together for foreign trade purposes, has been criticized as leading to illegal cartel arrangements. He said Federal Trade Commission officials would testify.

Top Magazines Slate Collins-Thaw Stories

A front cover picture and feature story in the current issue of "Life," to be followed next month by a cover-feature story in "Colliers," will pace the promotional campaign for Joan Collins' portrayal of Evelyn Nesbit Thaw in 20th Century-Fox's "The Girl in the Red Velvet Swing," based on the story of Miss Thaw and starring also Ray Milland as Stanford White and Farley Granger as Harry K. Thaw.

Other top-circulation magazines are preparing features on the production. "Look" already has run a four-page feature in color on Miss Collins and her role in the film.

Rhode Island Case

Ask High Court For Jury Trial In Fraud Suit

From THE DAILY Bureau

WASHINGTON, Sept. 12.—Operators of four Rhode Island theatres have asked the Supreme Court to order a jury trial, rather than a decision by a special master, in their percentage fraud and anti-trust litigation with the major distributors.

Appealing to the Supreme Court are the Narragansett Pier Amusement Corp., Artcraft Pictures, Inc., and Meyer, Joseph, and Max Stanzler. They operate theatres at Narragansett Pier, Wakefield, East Greenwich and Wickford in Rhode Island. The five major distributors originally sued all but Max Stanzler, charging a conspiracy to defraud the distributors through false statements of admission receipts on pictures licensed on percentage terms. The exhibitors brought three counter-actions charging the five major distributors, five other distributors and two exhibitor corporations with an anti-trust conspiracy against the exhibitors. United Artists, Universal and Columbia then countersued the exhibitors, charging fraud on percentage claims.

All Action Consolidated

The Federal District Court consolidated all the actions for trial, and, later, on motion of the distributors and over the violent opposition of the Rhode Island exhibitors, referred the case to a special master for decision. The exhibitors appealed to the First Circuit Court of Appeals, asking an order to vacate the decision to send the case to a special master and instead to order a jury trial. The Circuit Court, however, upheld the district court, and the exhibitors have now asked the Supreme Court for the same relief.

Venice Award to UA's 'Big Knife'

By DR. ARGEO SANTUCCI

VENICE, Sept. 12. — "The Big Knife," Robert Aldrich production for United Artists, won the silver Lion award at the Venice Film Festival here. Other silver awards went to Russia's "Grasshopper," Italian "Amiche," and Dutch "Ciskedorat."

Aldrich Congratulated By SIMPP Colleagues

HOLLYWOOD, Sept. 12.—"Hollywood's prestige has again been upheld by an independent producer," the Society of Independent Motion Picture Producers declared today in congratulating Robert Aldrich on his receiving the Venice Film Festival prize award for his "The Big Knife." It is the second consecutive honor to be given an independent picture at Venice, SIMPP pointed out.

Todd-AO Objectives Told by Dr. O'Brian At Southbridge Meet

By GEORGE SCHUTZ

SOUTHBRIDGE, Mass., Sept. 12.—The Todd-AO wide-film system was described here today by Dr. Brian O'Brian, of the American Optical Co., leading technical figure in development of the process, as one designed to realize fully the objectives of wide-screen presentation while retaining advantages of established techniques that have proved effective. This characterization of it was offered at a meeting arranged for members of the trade and press at the American Optical Co. plant and was attended also by Douglas Netter and Philip Pfeiffe of Todd-AO.

As one indication that this wide-film system represents a new concept of cinematography and projection, Dr. O'Brian disclosed that it entails optical correction of lineal distortion introduced by screen curvature in a manner which results in a release print with frames of irregular pattern. These are the outcome of optical "compressions" beginning with photography and proceeding through printer and projection lenses, he pointed out. The system calls for relatively deep screen curvatures.

While the first installations for "Oklahoma" will have six-track magnetic sound on a separate film, the system calls for six tracks on the picture film, five of them for reproduction by screen speakers, one for each without bridging. The sixth track is for surround speakers.

Equipment will be available to theatres generally item by item, rather than as a "package," Netter explained. All projection and sound components are so integrated, however, that they naturally constitute a "package."

Disney Films

(Continued from page 1)

the Tramp," "Davy Crockett, King of the Wild Frontier," "Switzerland," and the featurette, "Arizona Sheep Dog."

"Lady and the Tramp" will be paired with "Switzerland," and "Davy Crockett, King of the Wild Frontier" will have "Arizona Sheep Dog" as its companion production, Branson announced.

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☐ Golf-Lunch-Dinner $20. ☐ Lunch & Dinner $15. ☐ Dinner $10.

Here is my entry for the Amusement Industry's Golf Tournament to be held Thursday, September 15th at the Vernon Hills Country Club, Tuckahoe, New York.

Name .....

Address .....

The Committee

Chas. A. Alicoate, Chairman, Marvin Kirsch, Co-Chairman, Treas., Edward Fabian, Co-Chairman, Ted Cott, George Crandall, Sid H. Eiges, William German, Oliver Gramling, Carl Haverlin, Edward Lachman, Jerry Pickman, Burt Robbins, Ted Sullivan, Robert M. Weitman, Francis Winicus, Chris J. Witting.

Fill in and mail to Marvin Kirsch, Treasurer, Golf Tournament, 1501 Broadway, New York 36, N. Y.

TOA Asks Republic For 16mm. Data

E. D. Martin, president of Theatre Owners of America, in a wire, has asked Herbert J. Yates, president of Republic Pictures Corp., for "any and all information concerning Republic's discussions with the U. S. government concerning a 16mm. consent decree."

Martin's wire to the Republic head stated: "Today's 'Motion Picture Daily' reports that you are contemplating signing with the government a 16mm. consent decree. Inasmuch as your decision will have a tremendous influence on the entire industry and exhibition in particular, and because of our vital interest in this case, I would appreciate any and all information concerning your discussions to date."

Flatow Views

(Continued from page 1)

sent decree in the Republic case, if carried through with the other companies, will throw open all the backlogs of the companies to TV licensing, as well as all of the present and future product within three years of their initial 35mm. national theatrical distribution in the United States.

The 10-page consent decree was submitted to Judge Yankwich by Flatow and attorney Lawrence Weinberg of Loeb and Loeb, the latter the law firm for Republic.

Flatow parried all questions concerning other company defendants joining Republic with "no comment."

"Certain negotiations in the consent decree were understood to mean negotiations with the Screen Actors Guild, whose contract with the companies provides for added payments for actors to be fixed if theatrical films made after the cutoff date are released to television; the American Federation of Musicians, Screen Directors Guild and other unions demanding a cut of the video take.

Dales Expresses Interest

John L. Dales, national executive secretary of SAG, said: "We are most interested in the oral reports of the Republic consent decree in this case, and we will look forward to reading the decree itself. In the meantime, of course, we will have no comment on this matter."

The consent decree did not mention unions and guilds, but Weinberg said that not only labor organizations are involved in "certain negotiations," but individual performers whose contracts may have precluded the television release of their pictures.

Weinberg disclosed that talks looking toward a consent decree were started by Republic on Aug. 13 in Los Angeles, and continued in New York and Washington and were completed last week with Maurice Silverman, of the Justice Department's anti-trust division.

Flatow said that the government's door is wide open for other companies to follow Republic, but would not state whether other talks had been initiated.

16mm. Decree

(Continued from page 1)

lic to undertake negotiations looki toward making a majority of its fe ture films produced after Aug. 1948, also available for televisio Within two years after these neg tiations are completed successfull Republic would be required to off for license for television at least per cent of its feature films thr years after they were released f national theatre exhibition. In ea calendar year thereafter, it wou have to offer for license for TV least 50 per cent of the films r leased by it three years earlier f 35mm. theatre distribution.

During each calendar year, R public also would be required to off for licensing to 16mm. outlets oth than television 80 per cent of t feature films available for 16mm. e hibition two years after these fil were released for theatre showing.

Technicolor Installs 65mm. Equipment

The Technicolor processes are b ing expanded to include 65mm fil The whole range of Technicolor la oratory facilities and services from d veloping of color negatives to moti picture release prints will soon l available on 65mm. wide film, it w announced by Herbert T. Kalmu president and general manager Technicolor Motion Picture Corp.

"Installation of 65mm equipme has been started in response to pr ducer requirements," Doctor Kalmu said. "The Hollywood plant will t the first Technicolor company to hav the 65mm. developing and processi equipment."

Anglo-U.S. Talks Delayed One Week

From THE DAILY Bureau

LONDON, Sept. 12.—The negoti tions for a new Anglo-American fil pact, scheduled to begin on Thur day, have been delayed until Sept. 2 or 22, it was announced here.

Eric Johnston, president of Motio Picture Export Association, and pri cipal negotiator for the U.S. repor edly requested the postponement du to important business elsewhere.

Glass to Columbia a Cohn Staff Member

HOLLYWOOD, Sept. 12.—Georg Glass, former associate of Stanle Kramer, has been named to the e ecutive staff of Harry Cohn at Colum bia Pictures.

Glass has temporarily shelved plan for producing "The Comedian."

Acquires Drive-In

ROCHESTER, N. Y., Sept. 12.- The 1,000-car Empire Drive-in Thea tre here has been acquired by Mi west Drive-in Theatres, Inc., heade by Phil Smith, from H. Grade Hodges.

Tax Repeal

(Continued from page 1)

ned in New England could happen arly anywhere in this country and at nowhere is a theatre's margin of rvival sufficient to withstand such ows for long. We simply must get l of the admission tax entirely."

O'Donnell Writes

Among exhibitors who wrote ensing Pinanski's tax campaign prosal were: Albert Sottile, Pastime nusement Co., Charleston, S. C.; ederick A. Danz, Sterling Theatres, attle; P. R. Isley, Phil Isley Theas, Dallas; Walter L. Morris, Pike eatre, Knoxville; Harry Hendel of Allied Theatre Owners of Western nsylvania; George Kerasotes, Kerotes Theatres, Springfield, Ill.; Ed rris, Kansas-Missouri Theatre Asiation; Will J. Conner, John Hamc Theatres, Seattle; Robert J. Donnell, Interstate Circuit, Dallas; rren Irwin, Palmetto Theatre Co., lumbia, S. C.; Joseph R. Vogel Loew's, Emanuel Frisch, president the Metropolitan Motion Picture eatres Association; Harry Brandt, sident, Independent Theatre Own Association; Samuel Rosen, execu vice-president, Stanley Warner eatres; L. S. Hamm, Northern Calinia Theatre Owners Association; chell Wolfson, Wometco Theatres, rida; Edward Silverman, Essaness eatres, Chicago; A. H. Blank, Tries Theatres, Des Moines; and ry B. French, Minnesota Amusent Co., Minneapolis.

From All Sections

Other exhibitors favoring a tax paign now were: L. J. McGinley, eral manager, Fourth Avenue usement Co., Louisville; B. F. le, Jr., Talgar Theatres of Florida; A. Cohn, Cinema Circuit, New k; Solomon M. Strausberg, Inter Circuit, New York; Maurice J. er, Harry K. Hecht Theatres, New ey; Ray Woodward, Kayton Thea of Franklin, Pa.; J. B. Schuyler, ft Theatres of Butler, Wis.; Ted langer, zone manager, Stanley rner, Philadelphia; Harry F. Shaw, w's Theatres, New Haven; Roy per, Roy Cooper Theatres, San ncisco; Ralph Drewry, Tulsa's wntown Theatres; T. E. Williams, ion Theatre, Clarksdale, Miss.; J. ter Stallman, Reading, Pa.; H. T. ars, Bailey Theatres, Atlanta; is Higdon, Frontier Theatre, Dal Clyde A. Blasius, Assorted usement Co., Salt Lake City; W. Enloe, district manager, North olina Theatres, Raleigh.

Top Officials Give Support

Pinanski's suggestion also drew port from the following: John J. Connor, vice-president, and C. J. dman, general sales manager, versal Pictures; Jack Cohn, execu vice-president, Columbia Pic es; Herbert J. Yates, president, ublic Pictures; Walter Branson, s manager, RKO Radio Pictures; Steve Broidy, president, and ward Morey, vice-president, Allied sts.

Myers Clarifies Allied Stand

(Continued from page 1)

year there were numerous indications that COMPO's staff was disposed to ignore the constituent organizations—at least the exhibitor groups—and rely on direct contacts with exhibitors, except for a perfunctory annual meeting."

Claiming that Allied leaders were alarmed by the way in which COMPO's finances "were being frittered away," Myers said that Allied's representative on the COMPO triumvirate (Wilbur Snaper) had been instructed to work for "rigid economy" so that the cost of all projects, including the Audience Awards, could be defrayed from funds on hand. At that time, according to Myers, the COMPO treasury "had shrunk to about $140,000" whereas, it was stated, there was a "handsome sum on hand" at the close of the tax campaign.

No Consultation, He Says

Following Snaper's report to the Allied board on May 24 that it was his belief that COMPO could handle the Audience Awards poll without added funds, Myers charged that COMPO "launched the present dues campaign without further notice to or consultation with the constituent exhibitor bodies."

Continuing on this subject, Myers wrote:

"This is in flagrant contrast to the procedure followed by the staff in dealing with the film companies, which are represented in COMPO by MPAA. The film companies are permitted to consider the nature and extent of their participation in dues drives among themselves. They not only do this but they impose limitations on their contributions by unilateral action.

Dues Scaled Down

"In the midst of the tax campaign, when money was desperately needed, the film companies decided that they would match the contributions of the exhibitors only up to $150,000. An emergency meeting was called in Chicago which was attended by the tax committee, Sam Pinanski, Al Lichtman and Trueman Rembusch, Wilbur Snaper and Abram F. Myers, from Allied. The exhibitors' dues were scaled down so as not to go far over that figure and Lichtman gave assurances that he would persuade the film companies to match whatever amount the exhibitors actually raised.

It is our understanding that the limitation on the distributors' participation still is in force but we are not informed whether Lichtman this time has given the same assurances he gave in 1953.

Allied leaders feel strongly that a matter of such importance should be discussed within the charter members of COMPO, the exhibitor bodies as well as MPAA. Had the plan been submitted in advance to the charter members, it might possibly have been approved, with the proper safeguards. They might have asked that the audience poll and other authorized projects be budgeted and that the sums to be collected bear some reasonable relation to COMPO's legitimate requirements. It is unlikely that they would have approved a campaign aimed at a figure calculated to support COMPO indefinitely in the manner to which it has become accustomed. And that is probably the reason why the staff did not want the exhibitor groups to have an opportunity to consider the proposal."

As in the case of the dues drive, the agitation for a new tax repeal campaign "was thrust forward so suddenly and (intentionally or otherwise) was so timed that it could not be considered by Allied's July 20 board meeting," Myers asserted.

In answer to proposals that Allied should sidetrack its legislative program in order to clear the way for a tax campaign, Myers said such a move would "abandon to their fate the exhibitors who reaped little or no benefit from last year's tax bill because of the distributors' greediness in pricing pictures."

Allied, he said, by resolution is committed to government regulation of film rentals. Unless the film companies undergo a change of heart and walk through the door that the resolution leaves open, "Allied will, of course, proceed with its program," Myers said. With independent exhibitors telling Congress what happened to the relief it voted them a short time ago, and asking for the regulation of film prices in order to stay in business, "it is extremely unlikely that Congress will grant further tax benefits to be gobbled up by the film companies," he contended.

As to McGee, Myers wrote:

"Pat McGee in attempting to belittle Allied has adopted the unbecoming course of praising himself, even to the point of implying that he was solely responsible for the success of the 1954 tax campaign. Pat's antics are not only shameless in their lack of modesty but show that in feeding his own vanity he is willing to risk alienating from the exhibitors a staunch and influential friend.

Lauds Senator Kerr

"Senator Robert S. Kerr, of Oklahoma, was a friend of the independent exhibitors and of all small business men who came before him with a just cause, long before Pat McGee appeared on the Washington scene. He will doubtless be shocked in reading Pat's impolitic statement by the intimation that he aided the hard pressed exhibitors last year, not because of the justice of their cause, not because thousands of them, many located in Oklahoma, had written him letters, but merely because he was persuaded to do so by Pat McGee, former Schine Circuit manager, employee of the Cooper Foundation and resident of Denver, Colorado."

Pre-Trial Conference On Essaness Suit

Special to THE DAILY

CHICAGO, Sept. 12. — The Essaness Theatres anti-trust suit against Balaban & Katz Theatres here and major distributors neared trial in U. S. District Court here with pre-trial conferences among attorneys for both sides occupying most of today.

The attorneys endeavored to set up a schedule of hearings for contested motions for tomorrow, with the start of trial likely to begin as soon as they have been disposed of.

N.T. Plans

(Continued from page 1)

ing an expenditure of $5,000,000 in perfecting its new Cinemiracle process and bringing the first product to the screen, Rhoden expressed the conviction that the large curved screen is essential to giving proper realism and entertainment values to motion picture stories of great scope.

Rhoden said that application to the court will be made soon for approval of National to finance at least three productions a year using Cinemiracle cameras. The first feature picture to be produced in Cinemiracle will be made by Louis de Rochemont.

Rhoden advised the meeting that many Hollywood producers are entering the field of large curved screen pictures in answer to the public demand for high quality entertainment that is different from free home TV.

Praises New Processes

As trends in the new development, he cited "Oklahoma" in the Todd-AO process, 20th Century Fox's "Carousel" in a new 55mm. anamorphic process and MCM's announcement of a 60mm. film for "Ben Hur."

Rhoden declared that National intends to expand its theatre holdings, citing the recent acquisition of the Joe Laurence circuit of six conventional theatres and one drive-in in Salt Lake City and vicinity as the first acquisition since National complied with the consent judgment.

National is also acquiring, subject to court approval, a drive-in in Las Vegas, Nev., Rhoden said, and has bought a five-acre site in Van Nuys, Calif., and in Reseda for a new type of modern motion picture theatre. Other deals for expansion are pending, the National president said.



STORMING THE SOUTH AND SOUTHWEST WITH A SATURATION BOOKING- SEPT. 22

203 DATES SET FOR ANOTHER BLOCKBUSTER FROM THE MAKERS OF "BEACHHEAD"!



THE NEW ANAMORPHIC PROCESS
SUPERSCOPE
ON THE GIANT WIDE SCREEN

Desert Sands

COLOR BY TECHNICOLOR

starring **RALPH MEEKER · MARLA ENGLISH · J. CARROL NAISH**

co-starring **JOHN CARRADINE · RON RANDELL · JOHN SMITH · KEITH LARSEN**

thru

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

.. 78. NO. 52 NEW YORK, U. S. A., WEDNESDAY, SEPTEMBER 14, 1955 TEN CENTS

ITORIAL

public's 16mm. nsent Decree

By Sherwin Kane

HE consent decree accepted by Republic Pictures in the government's 16mm. anti-trust suit is interest to the trade mainly for disclosure of the minimum terms by the Department of Justice as price which other defendants in action must pay to avoid a long costly court adjudication.

The terms are understandably acable to Republic.

The company, as a matter of polnow well established has made older pictures available to teleon whenever it could make the t kind of deal. Republic's con- decree lists the titles of 123 pictures, noting that they are pted as having been licensed by ublic to TV in accordance with isions of the decree.

•

the same time, it is also easily erstood why a prolonged legal est is preferable to some of the r defendants to a consent de- which, if applied to all, would her deflate the going prices paid TV for theatrical film—prices h in many instances already well below the theatrical reisvalue of the films.

KO Radio is not included in the going, inasmuch as efforts to n the attitude of the company's management on the subject e unsuccessful and gave the imsion that the subject still is er study, with no decision hav- been made yet.

any event, RKO Radio's posiamong the defendants in the m. case now is unique in that member of the General Telerafamily it must approach the ter of licensing some part of its backlog to television with a erent viewpoint than that of er defendants in the 16mm. case. G. T. family could be licensor, well as licensee of films for TV. evertheless, as a distributor of atrical film to theatres, it could influenced as decisively as other endants to husband the reissue

(*Continued on page* 2)

Text of Republic Consent Decree on Pages 9—10

THE COMPLETE text of the consent decree entered into by the Republic Pictures defendants in the government's 16mm. anti-trust suit in Los Angeles on Monday is published on Pages 9 and 10 of this issue of MOTION PICTURE DAILY. Also published is a schedule of 123 titles of films already licensed to television by Republic which are appended to the consent decree as Schedules A-1 and A-2.

55 Pictures Listed

To Distribute Final Ballots for Audience Awards Poll Next Week

The third and last exhibitor's nominating ballot for the Audience Awards election on Nov. 17-27 is now coming off the press and will be distributed next week by National Screen Service to more than 16,000 theatres, it was announced yesterday by Robert W. Coyne, COMPO special counsel.

The ballot lists 55 pictures set for release in July, August and September, 64 male leads and 55 female leads appearing in those pictures and 35 new male personalities and 39 new female personalities.

Exhibitors are requested, Coyne explained, to nominate five as the best pictures of the group, five best performances by actors, five best performances by actresses and five new

(*Continued on page* 11)

Paramount Creates New Sales Division

The creation of a new Paramount U. S. sales division, to be known as the Rocky Mountain Division, and the appointment of Phil Isaacs as its manager were announced in New York yesterday by Hugh Owen, vice-president of Paramount Film Distributing Corp.



Phil Isaacs

Isaacs has been Paramount Washington branch manager since 1949. He joined the company in 1946, as a trainee in the New York

(*Continued on page* 6)

Coast Film Festival Urged at NT Meet

Special to THE DAILY

COLORADO SPRINGS, Sept. 13.—A motion picture forum to be held in Hollywood, leading to a kickoff of a spring festival of entertainment next March, was recommended today in an advertising committee report at Na-

(*Continued on page* 8)

REVIEW:

THE DESPERATE HOURS

Paramount—VistaVision

A FINE CAST headed by Humphrey Bogart and Fredric March, under William Wyler's expert direction, provide an outstanding drama of an average family's terror, desperation and heroism after a trio of escaped convicts take over their home as a hideout.

The bizarre story is enacted in a manner that quickly achieves conviction and realism. With threatened violence for every member of March's household—Martha Scott as the wife; Mary Murphy, the teen-

(*Continued on page* 6)

Stern Hints

See N.J. Allied Split on New Tax Campaign

Members to Reconvene Tues. for More Talks

By LESTER DINOFF

The first disclosure of a split within the ranks of an Allied States unit, Allied Theatre Owners of New Jersey, on the subject of a new admission tax repeal drive, was evidenced here yesterday by ATONJ president Sidney Stern who announced at a trade press conference that the membership of his group "could not reach agreement on the second tax reduction campaign" following a three-and-a-half hour regular meeting.

Stern announced that his group is "seeking complete advices from national Allied" and "hopes to reach

(*Continued on page* 11)

FTC Now Studying Trade Associations On Anti-Trust Issue

From THE DAILY Bureau

WASHINGTON, Sept. 13. — The Federal Trade Commission told Congress it was making a special study of possible anti-trust violations by export trade associations.

The Commission did not name any particular trade associations as being specially suspect. Under the Webb-Pomerene Act, which gives trade associations partial anti-trust immunity

(*Continued on page* 6)

Wolfson to Deliver TOA Keynote Speech

Mitchell Wolfson, head of the Wometco circuit of Florida and former Theatre Owners of America president, will be the keynote speaker at the TOA annual convention which opens on Oct. 6 at the Biltmore Hotel in Los Angeles. This was announced yesterday by president E. D. Martin. Wolfson is chairman of the TOA finance committee, was president in 1951-52 and chairman in 1950-51.

PERSONAL MENTION

NAT LEVY, RKO Radio Eastern-Southern division sales manager, left here yesterday for Boston.

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ANDRE DE BRIE, founder of Andre De Brie Corp. of America, will leave Paris at the end of this month to attend the SMPTE convention at Lake Placid, N. Y.

•

BEN FRY and JACK GOLDBERG, president and vice-president, respectively, of Studio Films, Inc., will leave here Sunday for London via B.O.A.C. Monarch.

•

WILLIAM B. ZOELLNER, M-G-M short subjects sales manager, will leave here Sept. 19 on a tour of the company's Eastern branches.

•

HOWARD BRANDY, of the Quigley Publications advertising staff, will be married at City Hall today to BRANDEE KASE, New York model.

•

WILLIAM HOLLANDER, Balaban & Katz publicity and advertising head, arrived in New York yesterday from Chicago.

•

SID BLUMENSTOCK, Paramount advertising manager, returned to New York yesterday from the Coast.

•

ALBERT E. SINDLINGER, president of Sindlinger & Co., analysts, was in Chicago yesterday from New York.

•

JACK LABOW, RKO Radio district manager, will arrive in New York today from Toronto.

Continue Screenings Of 'Desperate'

Paramount's third press screening of William Wyler's "The Desperate Hours" will be held this evening at the Hollywood Paramount Theatre, in Los Angeles, following by two days the national press preview there.

Last Thursday, "The Desperate Hours" was shown here to newspaper, trade press, magazine, syndicate, radio and television representatives at the Criterion Theatre.

Don Hartman, Paramount executive in charge of production, will be host at this evening's press sereening on the Coast, as he was at the two previous previews. In the near future, he will tour the entire country with the film, showing it to press and radio-TV representatives in all major cities, and to local exhibitors.

Jerry Pickman, Paramount vice-president in charge of advertising-publicity, will return to New York today.

Wm. Moclair Heads Philadelphia Fox

William J. Moclair, managing director of the Roxy Theatre here, has been promoted to the post of executive director of the Fox Theatre, Philadelphia, it has been announced by Elmer C. Rhoden, president of National Theatres Corp.



William Moclair

Moclair joined the staff of the Roxy as an usher in 1938. Successive promotions were climaxed when he was named to the post of managing director in April, 1954.

A life-long resident of New York City, Moclair is an alumnus of De La Salle Preparatory School and New York University.

Community Service Post to Ed. Morey

Edward Morey, vice-president of Allied Artists Pictures, has accepted the chairmanship of the motion picture division of the Community Service Society of New York, it was announced by Erie Johnston, president of the Motion Picture Association, prior to his leaving for the Far East.

Morey will name a committee shortly to assist in the drive.

The campaign will be held during October with a goal of $1,000,000 set for the city of New York.

S. H. Stecker Rites Today in Cleveland

CLEVELAND, Sept. 13. — Funeral services will be held tomorrow at 2 P.M. in Temple Memorial Home for Sam H. Stecker, 74, partner of Meyer Fine and Abe Kramer in Associated Theatres, owning some 20 theatres in the Cleveland area. A pioneer in the motion picture theatre real estate field, Stecker died suddenly on Monday of a heart attack shortly after arriving from his office at his Shaker Heights home.

Surviving are the widow, a daughter, a son, three grandchildren and two sisters.

Read Simonson, 77

ELIZABETH, N. J.—Sept. 13.—Read B. Simonson, 77, assistant treasurer of 20th Century-Fox Film Corp., who retired after 32 years service with the company in 1948, died here last night at Elizabeth General Hospital. Simonson is survived by a son, Alfred A.

Editorial

(Continued from page 1)

value of its library as long and as broadly as possible.

RKO Radio's decision will be an interesting one.

•

If the decree, as seems possible, leaves adequate freedom to producers and distributors in the all-important area of negotiating the licensing of their 16mm. product, it might change the prevailing situation hardly at all, even if entered into by more defendants.

Prices could not be set on the more recent films until negotiations with guilds and unions were completed. The outcome of such negotiations would determine in large measure the terms which would govern the licensing of the films to TV.

It is not likely that the decree will cause TV to make offers for films which approximate the asking prices any more closely than they do now.

Majors Ask Master On Fraud Hearing

From THE DAILY Bureau

WASHINGTON, Sept. 13. — The major distributors told the Supreme Court today that a court-appointed master would probably finish hearing the Narragansett Pier Amusement Corp. case before the court could decide whether the case should be decided by a master or by a jury.

Narragansett and other parties owning four Rhode Island theatres have appealed to the court, saying that the Federal District Court appointment of a special master to decide the case was wrong, and that "the district judge abused his discretion and exceeded his jurisdiction by referring these actions to a special master." Narragansett argued that the case should have a jury trial and that it was of public importance that "trials be conducted expeditiously in open court."

The major distributors brought suit against Narragansett and the other exhibitors charging a conspiracy to defraud through false statements of admissions receipts in pictures sold on percentage terms. The Narragansett group then filed a countersuit, charging the distributors, plus five other distributors and two exhibitor chains, with an anti-trust conspiracy. Three additional distributors then countersued the Narragansett group, charging fraud on percentage claims. The District Court consolidated the actions and, over the protests of the Narragansett group, referred the case to a special master for decision.

Gemini, a Leader i Italian Exhibition, Attend TOA Meet

Italo Gemini, honorary presiden AGIS, Italian national exhibitor ganization, and head of the Inte tional Exhibitors Union, will att the 1955 convention of Theatre O ers of America at the Hotel Biltm Los Angeles, Oct. 6-9, it was repo here yesterday.

Gemini's main reason for atten the TOA conclave, it was said, to find out Ameriean exhibition's periences in the different media exhibiting pictures. It is expected while at the convention, the It exhibition leader will extend an vitation to TOA to join the prop world theatreman's association.

TOA Extends Convention Bid to Guam Exhibitors

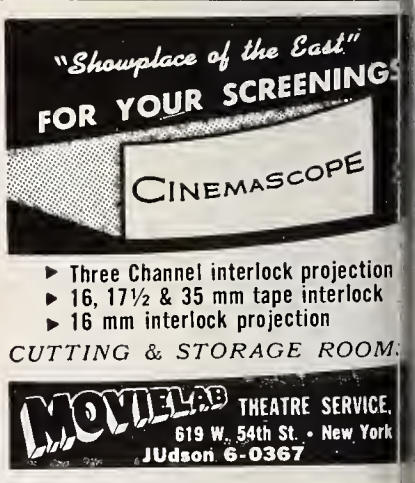
The Pacific Association of The Owners, Agana, Guam, M.I., has b extended an invitation to attend 1955 Theatre Owners of America vention, it was announced here terday by TOA president E. D. M tin and Walter Reade, Jr., TOA b chairman.

TOA Board to Mul Further Sales Meet

What future action will be t in regard to conferences with the tribution sales chiefs will be dec upon by the board of director Theatre Owners of America, on 5 in Los Angeles, Walter Reade, chairman of the board, stated yesterday.

Reade pointed out at TOA h quarters here that no meetings be sought by TOA's committee distribution "as it is logical to w for the board's decisions which map a future course of action for association.

The exhibition executive stated since the May and June meeti held jointly with an Allied States sociation Emergency Defense C mittee sub-committee, reports reached TOA of an alleviation of ditions and problems in the field



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JUdson 6-0367

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PEOPLE

gmund Maitles, formerly advertis- copy chief at M-G-M, has opened advertising and promotion office to handle motion picture, tele- n and commercial accounts. Ini- accounts of the Maitles organiza- include Cunningham & Walsh, mbia Pictures, United Artists and National Broadcasting Co.

¤

ernie Hickey, formerly manager the Fulton Theatre, Pittsburgh, was transferred to the Shea home e several months ago, is back in burgh managing the same thea- replacing Joe Seanlan in that ca- ty.

¤

muel Zagon, West Coast attor- left yesterday for Madrid, where vill set up the business and cor- te operations for Stanley Kramer ures, Inc. Zagon, who has been New York for the last two days erring with United Artists execu- , will join Kramer in Spain where latter is readying his next produc- "The Pride and the Passion."

¤

seph M. MeDaniel, Jr., secretary he Ford Foundation, has become rman of the Guild Films advisory mittee on new business and cor- te expansion.

¤

red Kline and Len Simpson have ned Kline-Simpson & Associates in lywood for the handling of pub- y and merchandising.

nds for Defendants Philadelphia Suit

Special to THE DAILY

HILADELPHIA, Sept. 13.—Chief ge William H. Kirkpatrick of the ted States District Court for the tern District of Pennsylvania yes- ay entered summary judgment for defendants in a civil action under antitrust laws for injunctive relief damages. The case was Melrose lty Co., Inc. v. Loew's, Inc., RKO io, 20th Century-Fox, Columbia ures, United Artists, Universal, mount, Warner Bros., Stanley Co. America, Inc., Stanley Warner nagement Corp., Warner Theatres, , Dante Iacampo, and Glenside atre Corp.

dge Kirkpatrick ruled that a ntiff, as a landlord who was not rating the theatre which was al- d to be the object of the conspir- , was without standing to sue un- the antitrust laws. He relied upon ecision to the same effect by the urt of Appeals for the Third Circuit Harrison v. Paramount Pictures, , et al, rendered in April, 1954.

In Contrast to Last Congress

Few Bills Calling for Elimination Of Ticket Tax Offered This Year

By J. A. OTTEN

WASHINGTON, Sept. 13.—Surprisingly few bills to eliminate the admissions tax or reduce it still further have been introduced in this Congress.

This is in contrast to the situation last year when dozens of measures to reduce the tax were sponsored by individual Congressmen.

Of course, the fact that there aren't many bills pending this Congress doesn't mean there won't be any tax relief next year. It only takes one bill to do the job. But it does indicate that the lawmakers so far aren't regarding this as one of the major areas of needed tax relief.

Few Admissions Bills

A check of the House Ways and Means Committee, where tax bills must originate, shows only a handful of bills dealing with the admissions tax. Representative Wickersham (D., Okla.) has a bill to repeal the tax completely; Representative McDonough (R., Calif.) has one to exempt motion picture theatres from the admission tax; and Rep. Thompson (D., N. J.) and Rep. Celler (D., N. Y.) have one to exempt "fine arts programs" from the admissions tax. Thompson has said, however, that he would be happy to broaden his bill to exempt motion picture theatres as well, if exhibitors want him to.

Expeet More in January

More bills can be expected on this subject soon after Congress returns in January, if the industry launches its campaign for further tax relief. However, it is still likely that any further admission tax relief would come only as part of a general excise tax overhaul, and not in a separate bill. This was the way the admission tax relief of 1954 came about.

Combination Drive-in Shopping Center Set

Construction will begin in October on a combination shopping center and drive-in theatre, to be built at a cost of approximately $2,000,000, in Nanuet, Rockland County, by a New York syndicate, it was announced by Martin Levine, treasurer of the sponsoring organization.

An unusual characteristic of the project is the fact that the drive-in theatre will serve during the day as a free parking area for patrons of the shopping center. The theatre will accommodate 1,800 cars. The project is expected to be in operation next June.

The sponsor is New York Interiors, Inc. Its president is A. A. Rosen, president of Plaza Mills, and its secretary is Joseph Gluck, president of Jo-Glo Fabrics, Inc. Both men are prominent in the New York textitle industry. Levine, the corporation treasurer, is the general manager of Brandt Theatres.

One Starts, 5 Finish At Coast Studios

HOLLYWOOD, Sept. 13. — Only one picture got under way during the past week. Five other pictures were completed, for a total of 30 pictures now in work.

Started was: "The Mountain," VistaVision, Technicolor (Paramount).

Completed were: "Summer Game," Canyon Films, Eastman color (Independent); "The Man Who Knew Too Much" (Paramount); "Mohawk," Edward L. Alperson, Eastman color (20th Century-Fox); "The Killer Is Loose," Crown Prods., and "Frontier Scout," Bel-Air Prods., De Luxe color (United Artists).

Filming in Britain Hit by Union Tactics

By PETER BURNUP

LONDON, Sept. 13. — The Film Artists Association is the latest trade union to generate trouble at the studios here following the breakdown of negotiations with the British Film Producers Association.

The union demanded new overtime rates for extras and when the demand was rejected it imposed the "work-to-rule" practice and forbade its members to work overtime.

The result was a serious dislocation of production schedules.

Two Pictures in 'B' As Legion Rates 12

"The Big Knife" and "The Phenix City Story" have been placed in Class B in the latest listing of the National Legion of Decency, in which 12 films were reviewed, the remaining productions being rated Class A.

In Class A, Section 2 are "Apache Ambush," "The Bar Sinister," "Desert Sands," "It's Always Fair Weather," "Let's Make Up," "A Man Alone," "Night Freight" and "The Trouble Shooter."

"Lay That Rifle Down" and "Three Stripes in the Sun" are the two pictures in Class A, Section 1.

Lowenstein to CBS

Larry Lowenstein will join CBS Television as director of press information in New York, it was announced by Charles Oppenheim, director of information services for the network. Lowenstein, who is director of publicity-promotion for Benton & Bowles, will begin his new duties at the end of September.

. . . NEWS ROUNDUP

Sherman With Hoffberg

Jack Hoffberg, president of Hoffberg Productions, has appointed Al Sherman, Washington publicist, as Washington area sales representative for "Khamishia," the first all-English motion pictured produced in Israel. In addition, Alsher Films, of which Sherman is owner and general manager, has been appointed national non-theatrical sales representative for Hoffberg Productions short subjects.

■

European Films in Mexico

The newly established foreign department of Peliculas Nacionales, a top distributor of Mexican films, began with the contracting of eight European films for exhibition in Mexico. Six are Spanish, one French, and one German.

■

Now McFadden and Eddy

McFadden and Associates, public relations and publicity counselors, is now McFadden and Eddy Associates, as James Eddy has become a senior member of the firm.

■

Lease Tacoma Theatres

Jack Present and Harry Zevin have leased the Temple Theatres in Tacoma, Washington, for fall presentation of four stage shows and for a second series of stage shows early in 1956.

20th-Fox TV Show Premiere on Oct. 5

"The 20th Century-Fox Hour," new series of hour-long television dramas with Hollywood stars, will be presented on alternate weeks on the CBS television network starting Oct. 5.

The series, produced by TCF Television Productions, a subsidiary of 20th Century-Fox Film Corp., will be sponsored by the General Electrie Co.

Joseph Cotten will be host of "The 20th Century-Fox Hour." The premiere presentation will be Noel Coward's "Cavalcade."

Cancel New Haven Flood Relief Show

Special to THE DAILY

NEW HAVEN, Sept. 13.—The disaster relief fund show, "Festival of Stars," scheduled for tomorrow at Yale Baseball Field here has been eaneelled. At a meeting, the committee deeided to halt promotion of the show after reeeiving word from the local branch of Red Cross that its goal for Conneetieut flood relief had been far over-subseribed due to the nation-wide response to relief appeals.

There will be nationwide applause for "Rebel Without A Cause!"



REMINDER FROM COMPO: DID YOU MAIL YOUR NOMINATIONS FOR AUDIENCE AWARDS!



The reception committee for the new kid on the block!



JAMES DEAN

The overnight sensation of 'East of Eden' becomes the star of the year!

Warner Bros. put all the force of the screen into a challenging drama of today's juvenile violence!

"REBEL WITHOUT A CAUSE"



CINEMASCOPE
WARNERCOLOR

also starring
NATALIE WOOD with SAL MINEO
JIM BACKUS · ANN DORAN · COREY ALLEN
WILLIAM HOPPER · Screen Play by STEWART STERN
Produced by DAVID WEISBART
Directed by NICHOLAS RAY
Music by Leonard Rosenman



...and they both come from 'good' families!

FTC Study

(Continued from page 1)

for their overseas activities, the FTC supervises some 42 trade associations, including the Motion Picture Export Association and Society of Independent Motion Picture Producers.

Testifying as the Senate Judiciary Subcommittee on anti-trust problems started three days of hearings on anti-trust aspects of foreign trade, FTC general counsel Earl W. Kintner said that the Commission is now, for the first time since the Webb-Pomerene Act was passed in 1918, "reviewing the lawfulness" of all activities of export trade associations. He added that this study is being made "with a view to spotlighting anti-trust violations" and eliminating "abusive association conduct."

Credit Statute with Aid

Kintner said he felt the Webb-Pomerene Act had helped many companies meet the competition of foreign combines, but that nonetheless the law was "contrary to the main thrust of the anti-trust laws, and must be strictly administered" to prevent abuses by export associations.

Sigmund Timberg, former Justice Department anti-trust official, urged the subcommittee to recommend complete repeal of the Webb-Pomerene Act as "a clear negation of the Sherman Act philosophy." He argued that the main problem of U. S. firms trying to sell abroad is no longer competition from foreign cartels but rather the exchange and import restrictions imposed by foreign governments. Too often, Timberg declared, Webb-Pomerene associations have helped American firms participate in international cartel agreements.

'Outlaw' to Columbus

COLUMBUS, O., Sept. 13.—Howard Hughes' "The Outlaw," banned by the now-defunct Ohio censor board 12 years ago, is scheduled to open its first local showing on Thursday at the RKO Palace here.

FLY B·O·A·C
The Monarch
ARISTOCRAT OF THE AIR
Direct
New York • London
BRITISH OVERSEAS AIRWAYS CORPORATION
Reservations through your travel agent or call B.O.A.C. at 342 Madison Ave., New York 17, N. Y., tel. MU 7-8900

'THE DESPERATE HOURS'

(CONTINUED FROM PAGE 1)

age daughter, and Richard Eyer, the young son—ever present, whether the desperadoes menace each personally or permit one or another to leave the home on special missions or to avert suspicion, while holding the others as hostages—there is in this film a relentlessly mounting tension that will grip audiences everywhere.

Its suspense is unrelieved even when the police eventually locate the convicts' hiding place and lay siege to it, because Bogart as the convicts' leader has threatened the lives of members of the family if and when the police start shooting. For the most part, the brutality of Bogart, his younger brother, played by Dewey Martin, and their confederate, Robert Middleton, during their rule of the household, is threatened, rather than depicted, but their menace is nonetheless real.

The picture has countless exploitation possibilities and, once the customers have been induced to see it, it's a sure thing they'll be talking about it long after leaving the theatre.

The dramatic, or, rather, melodramatic story is by Joseph Hayes, who developed the screenplay from his successful novel and stage play of the same title. It is given a superb production by Wyler.

Additional players in the cast, all of them giving performances of high standard, include Arthur Kennedy as a deputy sheriff, whose life was threatened by Bogart when he had been sent to prison by Kennedy; and Gig Young, as a young lawyer and Miss Murphy's suitor.

It is substantial dramatic fare which should, and undoubtedly will, account for business of like proportions at just about everyone's theatre.

Running time, 112 minutes. General audience classification. Release date, not set.

SHERWIN KANE

THE WARRIORS

Allied Artists—20th-Fox—CinemaScope

HOLLYWOOD, SEPT. 13

ERROL FLYNN, JOANNE DRU, Peter Finch, Yvonne Furneau, CinemaScope and Technicolor are names a showman can depend on to bring out a big opening-day attendance for this Walter Mirisch production, whether he's playing it as "The Warriors" in the Western Hemisphere, where Allied Artists is distributing it, or in the Eastern Hemisphere where 20th-Fox is distributing it under title of "The Dark Avenger." And a big opening-day attendance, touching off the word-of-mouth tide of comment on which the picture appears likeliest to ride to prime profits, figures to bring the attraction quickly, sharply and correctly to the attention of those millions of theatregoers who relish the knighthood type of fiction of which this is a shining example.

The period of the story and screenplay by Daniel B. Ullman is 1359, and England and France are still engaged in their Hundred Years War, with both nations getting low on manpower 'though still high on enthusiasm. Flynn plays the Prince of Wales who, at the close of an especially bitter phase of the war, is left in France to govern a province (Aquitaine) ruled heretofore by the French Count de Ville, played by Finch. Miss Dru plays the widow of another British nobleman, visiting Flynn, who causes him trouble but falls in love with him ultimately.

The distaff side of the story, however, is of minor import in the production, which abounds in clashes at arms, by single knights on horseback, by small groups, large groups, whole armies, finally by the defenders and attackers of a castle, this storming of the citadel excelling most or all previous screen stormings in point of realism, tempo and conviction.

CinemaScope, ideally suited as it is for stories of knighthood, was never more effectively utilized in this way than at this time.

Director Henry Levin maintained momentum impressively from a purposefully slow start to a break-neck conclusion.

Running time, 85 minutes. General audience classification. Release date August 7.

WILLIAM R. WEAVER

'Lion' Bows Today

Walt Disney's "The African Lion" will have its New York premiere at the Trans-Lux Normandie Theatre here today.

'Weather' to Open

MGM's CinemaScope production of "It's Always Fair Weather" will open at the Radio City Music Hall here tomorrow.

Para. Creates

(Continued from page 1)

branch booking department. He appointed booker in New York January, 1947, and a year later transferred to Buffalo as head bo and office manager. In March, 1 he returned to New York where served successively as salesman assistant to Owen until July 29, 1 when he was named Washin branch manager.

Establishment of the Rocky M tain division, which will bring seven the number of major U. sales territories in which Paramo branches are grouped, and Isaacs' sumption of the managership wil effective on Oct. 3, Owen said. headquarters of the new division be in Denver.

The Rocky Mountain division include the Denver and Salt L City branches, which have been the Western division, and Des Mo and Omaha, which have been in Central division.

Ohio I.T.O. Scores 'Fast Buck Boys'

COLUMBUS, O., Sept. 13.— "fast buck boys" peddling "fast bu pictures in Ohio since the state's censorship law ended are attacked Robert Wile, executive secretary the I.T.O. of Ohio, in a current bu tin to members.

Wile, who also quotes Ward Ma "Cleveland Plain Dealer" motion ture editor, on the same subject, gests that exhibitors who are solic for play dates for the objection films or see them advertised, g the police or notify the Ohio I. office.

"Because censorship (in Ohio) dead," Wile writes, "these fast b boys think the gates are down them. They don't care whether c sorship is reenacted or not—they have made their fast buck. Even advertising is disgusting. This typ thing belongs only at stag parties at best in a burlesque house."

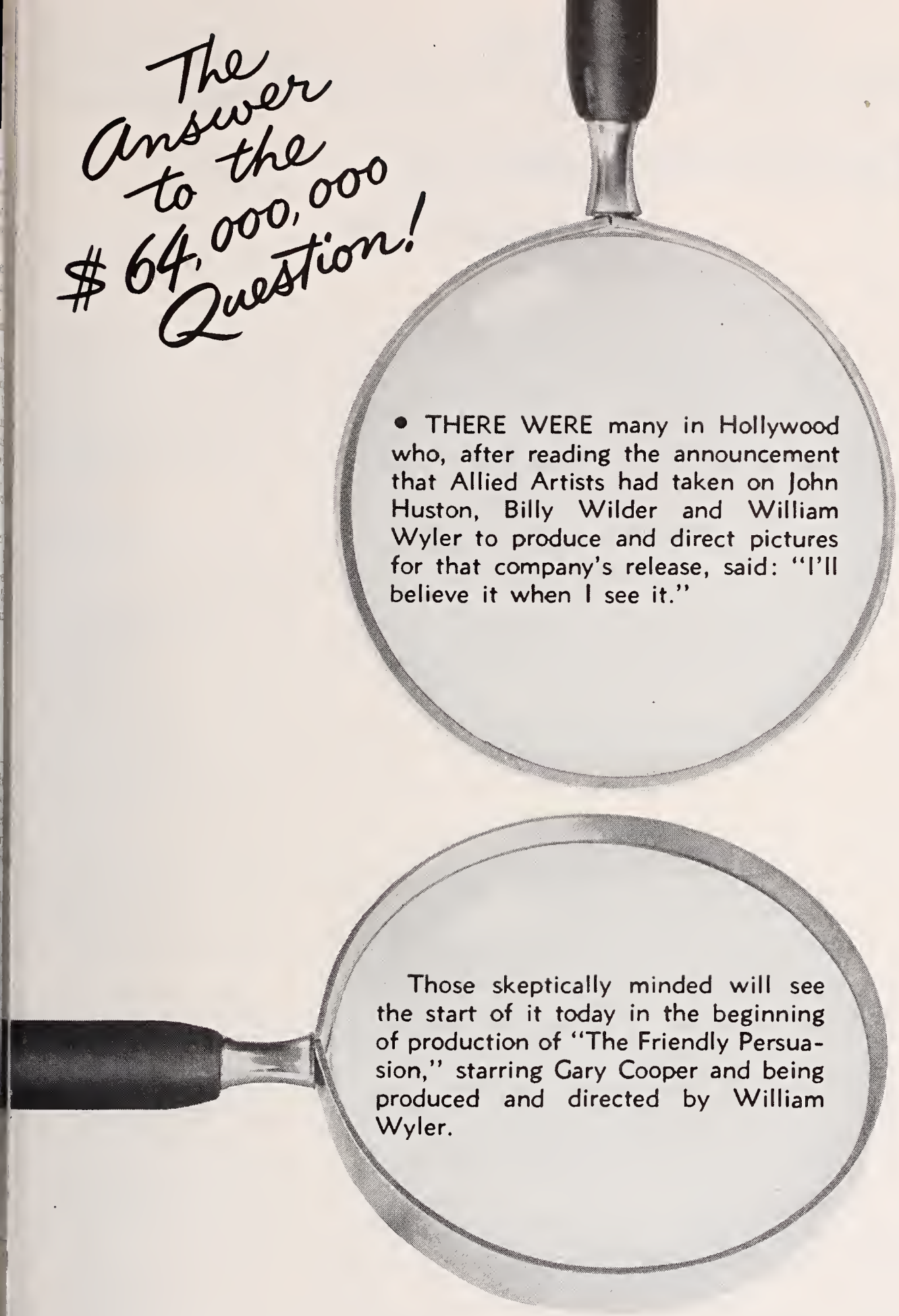
Odeon Closes Savoy In Hamilton, Ont.

TORONTO, Sept. 13.—The clos has been announced by Odeon Th tres (Canada) of the Savoy Thea one of its five units at Hamilton, C because of dwindling attenda Originally known as the Mer Street Theatre, the Savoy, 975 se had been in operation for upwa of 75 years with all types of entert ment until the adoption of a film p icy more than a decade ago.

Neil Agnew Astaire V.

Neil Agnew, veteran film distri tion executive, has joined the F Astaire Dance Studios as vice-pr dent in charge of franchise sales it has been announced by Charles Casanave, president of the Ast organization.

The Answer to the $64,000,000 Question!



HOLLYWOOD REPORTER

TRADE VIEWS by W. R. WILKERSON

• THERE WERE many in Hollywood who, after reading the announcement that Allied Artists had taken on John Huston, Billy Wilder and William Wyler to produce and direct pictures for that company's release, said: "I'll believe it when I see it."

Those skeptically minded will see the start of it today in the beginning of production of "The Friendly Persuasion," starring Gary Cooper and being produced and directed by William Wyler.

The same group might also see John Huston bounce into the Allied offices to talk over his plans for his first production for the company, and already Billy Wilder has selected his first subject, "Ariane," which he will get going immediately he has finished "The Spirit of St. Louis," currently in production for Leland Hayward-Warners.

The announcement of the Wyler-Huston-Wilder Allied story was reminiscent of the big deal that was to have brought Frank Capra, William Wyler and George Stevens under the administration of Sam Briskin to Paramount for a group of pictures, and the inability of that group, under the heading of Liberty Productions, to get moving for Paramount. The second guessers figured the same thing would happen with the important directorial trio in the Allied deal. But current evidence indicates they will be fooled.

This is a big one for Allied, as it will be for the producer-directors. It pushes Allied up to major rank and gives the creators a participation AND ownership arrangement that's something new in this business because the trio not only will get stock in the parent company but will have an option to buy more plus their participation in the profits of their individual pictures. As a result of a recent trip around the country by Steve Broidy, president of Allied, there is a tremendous market waiting for the pictures.

Harold Mirisch spent weeks and months on this deal that is now beginning to be fulfilled. It will add up to quite an accomplishment and may be the forerunner of other such deals that Mirisch now has in negotiation.

Thank you, Billy Wilkerson, for giving the industry a closeup view of Allied Artists!

National Pre-Selling

"THE LEFT HAND OF GOD" originally ran as a serial in "Redbook," and the new 20th-Fox picture is now the subject of a two-page pictorial spread in the current issue of the same magazine. On the first page there are two full color photos, one having been used with the original serial, the other taken on the set of the Bogart-Tierney starrer.

•

Margaret O'Brien, 18-year-old former child star, is making her motion picture comeback in RKO's "Glory." She was interviewed by the entertainment editor of "Seventeen," and the story appears in the current issue illustrated by a photo taken on the production set of "Glory."

•

An action-packed ad on "To Hell and Back" appears opposite the "Movies" page in the September issue of "Coronet."

•

The life story of Gordon MacRae has just been published by Pocket Magazines and will soon be on the newstands. The book points up Gordon's newest and biggest role — that of "Curley" in Rodgers and Hammerstein's "Oklahoma!", produced in Todd-AO.

•

"The New Craze for Cagney" is the title of a personality story on James Cagney appearing in the Sept. 20 issue of "Look." "Mister Roberts" and "Love Me or Leave Me" are mentioned prominently in the article, and a production photo of the latter picture is used.

"Tribute to a Bad Man," M-G-M's next Cagney picture is also mentioned. Five pages are devoted to the article.

•

Liza Wilson, Hollywood editor of "American Weekly," wrote an interesting story on Susan Hayward for the Sept. 11 issue. She reports how Susan was selected to sing the songs of Lillian Roth, the well known songstress whom she portrays in M-G-M's "I'll Cry Tomorrow."

•

"Photoplay's" September issue devotes a full page for the purpose of recommending "The Private War of Major Benson." The writer of the piece reports, "If you miss 'The Private War of Major Benson' you've lost a big evening in your life."

•

A striking color ad on "Love Is a Many Splendored Thing" appears in the September issue of "Woman's Home Companion."

•

Louella Parsons interviewed Clark Gable for the Sept. 11 issue of "Pictorial Review." Clark's new picture, "The Tall Men," is ready for release.

•

"This is a real sleeper, but no one, we guarantee, will doze through it," is the way "Family Circle" hails "The Night Holds Terror" in its September issue movie review.

WALTER HAAS

REVIEW:

Gentlemen Marry Brunettes

Russ-Field—United Artists—CinemaScope

THE ASSETS OF "Gentlemen Marry Brunettes" are so many that the picture's box-office potential can be calculated well in advance, despite some liabilities which, too, cannot be overlooked. On the credit side are such names as Jane Russell, Jeanne Crain, Alan Young, Scott Brady and Rudy Vallee; impressive scenery in authentic French locales; excellent color by Technicolor; some good production numbers and sparkling comedy of both the zany and sophisticated variety. On the debit side, the picture has high and low spots; the fast pace with which the story gets under way is not maintained throughout. But the assets out-number the defects and audiences should find it a diverting piece of celluloid that fulfills its objective—light, amusing entertainment.

Miss Russell and Miss Crain make a good team, portraying a sister act of today and also playing the roles of their own mother and aunt as they were in the 1920's. Vallee, playing himself, is the Vallee of the old days as well as of today and he capably and amusingly spoofs himself. Young and Brady carry their roles adequately, although Young is not given the opportunity to be as hilarious as he could be, judging by past performances on his air shows.

The story by Anita Loos, who also created "Gentlemen Prefer Blondes," was prepared for the screen by her niece, Mary Loos and the latter's husband, Richard Sale, who also directed and served as co-producer with Robert Waterfield. Robert Bassler was the executive producer.

The plot is frothy and was not meant to be taken seriously. It concerns the Jones Sisters—the Misses Russell and Crain—who have a problem. Miss Russell is the type of girl who can't say "no" when any handsome man asks her to marry him. The result is that she is engaged to several men at the same time. When Brady, an expatriate American in Paris, promises them a job, they take it. Brady has only one client, Young, who, it is thought, is so poor that he takes all kinds of jobs to keep alive but, in reality, is a multi-millionaire who has promised his father that he will not touch a cent of his own money until he makes a success of his career. In Paris, the girls become romantically involved with the pair, with the assistance of Vallee and Guy Middleton, the latter playing the Earl of Wickenware.

After many adventures, the girls become a hit in Monte Carlo where it finally is revealed that Young has been the one who has been showering them with gifts. As expected, all ends well.

Running time, 97 minutes. General classification. Release date not set.

AL STEEN

IATSE Gets Nod in Film Editors Election

Television Today.. WASHINGTON, Sept. 13.—The National Labor Relations Board has given the International Alliance of Theatrical Stage Employes another victory in its fight to organize film editors in broadcasting firms.

It ordered an election within 30 days among film editors, for the National Broadcasting Co. in Los Angeles, to choose between IATSE and the National Association of Broadcast Employes and Technicians. IATSE sought a separate bargaining unit for NBC's film editors in Los Angeles, and NABET opposed this, arguing that the Los Angeles group should be included in nation-wide bargaining, rather than treated as a separate unit.

The board unanimously found that the Los Angeles group has for the last four years existed as a separate bargaining unit.

RKO Promotes Two In Canada Territory

Promotions for personnel in RKO branches in Canada have been announced here by Herbert H. Greenblatt, domestic sales manager.

Harry Paynter, formerly a salesman in the Toronto exchange, was appointed branch manager in Calgary, succeeding Arthur Elliott, who resigned. Herbert H. Greenbaum has been upped from booker in Toronto to fill the salesman post previously held by Paynter.

New 'Brunettes' Date

The Chicago world premiere of United Artists' "Gentlemen Marry Brunettes," multi-million-dollar CinemaScope Technicolor musical starring Jane Russell and Jeanne Crain, has been moved up to Sept. 22. The bow at the Oriental Theatre previously was scheduled for Sept. 29.

Coast Fete

(*Continued from page* 1)

tional Theatres annual conferenc here.

The report, delivered by Thornto Sargent, NT public relations directo and chairman of the advertising com mittee, declared that such a forur would result in the bringing of ke newsmen from throughout the natio to the film capital. The press repre sentatives, Sargent said, would mee with film industry publicity men t discuss at first hand how their news papers may better be served wit Hollywood news, see pictures bein made, and arrange for special inter views with stars. The report als urged:—

¶ Greater efforts to reach th growing "youth market" through spe cial shows, junior and student admis sion prices.

¶ The continuation of the adver tising research program institute earlier this year, as well as the flexi ble tolerance on advertising expendi tures.

¶ The booking department an district managers to consider the fac that when pictures are booked to fast, the advertising is dissipated since trailers, lobbies and even na tional advertising campaigns have no had the chance to reach local thea tres.

¶ A publicity kit to be distribute to theatres in medium size cities.

¶ Each district to give serious con sideration to putting into effect a pro motion activity of Fox Midwest thea tres.

Criticism was leveled at Holly wood's credit system. Of this, th committee report asserted:

"The flood of credits in newspape ads makes for bad advertising at bot the national and local levels.

"Actors, directors, producers, writ ers, and others are so busy trying t sell themselves they are greatly ham pering the selling and merchandisin of pictures. At the rate they are go ing, they will so succeed in sellin themselves they won't be playing t audiences."

Distriet Heads Meet

Among the subjects discussed at the district managers' meetings earlier were admission prices, parking lots, manpower development and advertising copy.

GT Films Attain Big TV Audiences

Television Today.. General Teleradio's "Million Dollar Movie" presentation in 33 markets in this country from January through April has scored over competing programs by an average of 31 per cent, according to a GT brochure which has been set to television outlets.

The GT feature film presentation and its ratings were compiled by "Pulse" which surveys listening audiences in each time period.

Complete Text of Republic Consent Decree

IN THE UNITED STATES DISTRICT COURT
FOR THE SOUTHERN DISTRICT OF CALIFORNIA
CENTRAL DIVISION

UNITED STATES OF AMERICA,

Plaintiff,

v.

TWENTIETH CENTURY-FOX FILM CORPORATION; WARNER BROS. PICTURES, INC.; WARNER BROS. PICTURES DISTRIBUTING CORPORATION; RKO RADIO PICTURES, INC.; REPUBLIC PICTURES CORPORATION; REPUBLIC PRODUCTIONS, INC.; COLUMBIA PICTURES CORPORATION; SCREEN GEMS, INC.; UNIVERSAL PICTURES COMPANY, INC.; UNITED WORLD FILMS, INC.; FILMS, INC.; and PICTORIAL FILMS, INC.,

Defendants.

Civil Action
No. 14354-HW

FINAL JUDGMENT

The UNITED STATES OF AMERICA, plaintiff, having filed its complaint herein on July 22, 1952, and having filed an amended complaint on January 20, 1953, and the Court having ordered a further amendment of the complaint on February 9, 1955, and defendants Republic Pictures Corporation and Republic Productions, Inc., hereinafter referred to as "said defendants," having appeared and filed their answers to the complaint, as amended, denying the substantive allegations thereof, and the plaintiff and said defendants, by their respective attorneys, having severally consented to the entry of this Final Judgment without trial or adjudication of any issue of fact or law herein and without admission in respect of any such issue;

NOW, THEREFORE, before the taking of any testimony and without trial or adjudication of any issue of fact or law herein, and upon the consent of the plaintiff and said defendants, it is hereby

ORDERED, ADJUDGED AND DECREED AS FOLLOWS:

I

The Court has jurisdiction of the subject matter hereof and of the plaintiff and said defendants, and the complaint states a cause of action against said defendants and each of them under section 1 of the Act of Congress of July 2, 1890, entitled "An Act To Protect Trade and Commerce Against Unlawful Restraints and Monopolies," as amended, commonly known as the Sherman Act (15 U.S.C. sec. 1).

II

A. As used in this Final Judgment:

(a) "Government outlets," means the Armed Forces of the United States, Veterans Hospitals and various other Government agencies, the American Red Cross, and United Services Organization, Inc. (USO);

(b) "other outlets," means all other places at which 16mm. feature films can now be exhibited, including but not limited to theatreless towns, hotels, clubs, camps, roadshowmen, drive-in theatres, and merchant-free shows, schools, churches and charitable organizations, hospitals, sanitoria, homes of the aged or disabled and convents, nonprofit organizations, prisons or other places of detention, ships, trains and planes, but excluding home exhibitions and television;

(c) "Feature films," means sound motion picture photoplays, four or more reels in length other than motion picture photoplays of strictly educational, religious or commercial character and not including serial motion pictures;

(d) "Feature films available for 16mm. exhibition" shall mean feature films with respect to which said defendants shall, at any time after the effective date of this Final Judgment, possess in the United States at least 20 positive prints on 16 mm. width film for distribution (other than prints made only for television exhibition), and with respect to which said defendants shall have the right to license the same for 16 mm. exhibition in both Government and other outlets;

(e) "Feature Films available for television," shall mean feature films which said defendants shall have the legal right to license for exhibition on or by means of television, and with respect to which the exercise of such right by said defendants will not give rise to a right of cancellation of any agreement with any Guild, Union or other labor organization to which either of said defendants is a party.

B. Whenever said defendants are required under this judgment to license or offer for licensing a number of feature films arrived at by taking a percentage of a described category of feature films, such number of feature films shall be the nearest whole number resulting from such computation.

III

The provisions of this Final Judgment applicable to either of said defendants shall apply to such defendant, each officer, director, agent, employee, successor, assignee, and to any other person acting under, through, or for such defendant.

IV

Said defendants are ordered and directed to license or offer for licensing in good faith during each calendar year, directly or through distributors, to Government and other outlets 80% of the number of feature films available for 16 mm. exhibition which were released for 35 mm. national theatrical exhibition in the United States during the second preceding calendar year.

V

Said defendants and each of them are enjoined and restrained from

(a) refusing to license or offer to license Government or other outlets to exhibit feature films available for 16mm. exhibition required to be licensed or offered for license hereunder, or

(b) restricting licenses for exhibition of feature films for 16 mm. exhibition by limitations which would have the effect of restraining competition with 35 mm. theatres. Nothing in paragraphs IV and V of this Final Judgment shall be construed to prevent said defendants from

(1) withdrawing from licensing or refusing to offer to license to either Government or other outlets, or both, any feature film available for 16 mm. exhibition after it has been licensed or offered for license to 16mm. outlets (other than Government outlets) for a period of three years;

(2) failing or refusing to license the 16 mm. exhibition of any feature film or films available for 16 mm. exhibition to any particular 16mm. exhibitor because of the inability in good faith to agree with said exhibitor on the film rental or other terms and conditions of license of such feature film or films not inconsistent with the provisions of the preceding subdivision (b) of this paragraph V, or because said defendants in good faith determine it would be inconsistent with their best business interests to license said exhibitor on account of said exhibitor's character, reputation or credit rating;

(3) restricting or limiting the conditions on which licenses for exhibition of feature films available for 16mm. exhibition may be granted to schools, churches and charitable organizations, hospitals, sanitoria, homes of the aged or disabled and convents, nonprofit organizations, prisons or other places of detention, in consideration of special reduced film rentals to be paid for such licenses;

(4) entering into agreements with any Government outlet in the form customarily employed by such Government outlet for the licensing of 16mm. feature films;

(5) entering into agreements with third parties granting to them the right or license to distribute and license for exhibition at any one or more of the Government or other outlets any or all feature films available for 16mm. exhibition provided the provisions of such agreements are not inconsistent with the provisions of paragraph IV and V of this Final Judgment.

In the event that, by reason of any fact or condition substantially adversely affecting the business of said defendants of licensing feature films available for 16 mm. exhibition, said defendants shall be unable without financial hardship to license for 16mm. exhibition the minimum number of feature films specified in paragraph IV hereof, said defendants shall have the right, at any time after the expiration of three years from the date of entry of this Final Judgment, to apply to this Court, on thirty days notice to the plaintiff, for such modification of said paragraph IV hereof as to the Court shall appear to be just and proper.

VI

Said defendants are ORDERED AND DIRECTED:

(a) Within 90 days from the date of the entry of this Final Judgment, to license or offer for licensing in good faith, directly or through distributors, for television, a number of feature films available for television which, including those feature films heretofore so licensed or offered for license by said defendants, shall aggregate at least eighty per cent of all feature films available for television heretofore released by said defendants for 35mm. national theatrical exhibition, the production of which commenced prior to August 1, 1948. The 123 feature films listed in Schedule A hereto annexed and made a part hereof and heretofore licensed to MCA TV, Ltd. for television distribution are deemed to have been licensed or offered for licensing to television in accordance with the provisions of this subdivision (a);

(b) to negotiate and attempt in good faith to make available for television a majority of the feature films produced or distributed by said defendants, production of which commenced subsequent to August 1, 1948, which said defendants have the legal right to license for exhibition on or by means of television, provided, however, that the failure or refusal of said defendants to negotiate with respect to less than a majority of such feature films shall not be deemed to be in violation of this subdivision (b);

(c) Within 2 years after any feature film released by said defendants for 35mm. national theatrical exhibition in the United States the production of which commenced subsequent to August 1, 1948, becomes a feature film available for television pursuant to an agreement or agreements entered into by said defendants as a result of the negotiations referred to in the preceding subdivision (b) hereof (regardless of the number of feature films covered by such agreement or agreements), to license or offer

(*Continued on page* 10)

Can Apply to Court for Modifications

(Continued from page 9)

for licensing in good faith, directly or through distributors, for television, at least 25% of all feature films which said defendants shall have the legal right to license on or by means of television, production of which commenced subsequent to August 1, 1948, and which were so released three or more years prior to the date upon which said two year period commenced;

(d) thereafter, in each complete calendar year following said two year period referred to in the preceding subdivision (c), to license or offer for licensing for television a number of feature films which number shall be at least 50 per cent of the number of feature films which said defendants shall have the legal right to license on or by means of television and which were released for 35mm. national theatrical exhibition in the United States in the third preceding calendar year, provided, however, that no feature film need be so licensed or offered for licensing prior to the expiration of three years following the 35mm. national theatrical release date in the United States of such feature film.

VII

Said defendants, and each of them, are enjoined and restrained from refusing to license or offer for licensing for television in the United States any feature film available for television, and required to be licensed or offered for licensing for television under the term of paragraph VI of this Final Judgment.

Nothing in paragraph VI or VII of this Final Judgment shall be construed to prevent said defendants from:

(a) withdrawing from licensing or refusing to offer for licensing for television any feature film available for television after it has been licensed or offered for licensing for television for a period of at least three years;

(b) failing or refusing to license for television any feature film or films available for television to any particular licensee or proposed licensee because of the inability in good faith to agree with said licensee or proposed licensee on the license fee or other terms and conditions of license of such feature film or films, or because said defendants in good faith determine it would be inconsistent with their best business interests to license said licensee or proposed licensee on account of said licensee's or proposed licensee's character, reputation or credit rating;

(c) entering into agreements with third parties granting to them the right or license to distribute and license for television any or all feature film available for television provided the provisions of such agreements are not inconsistent with the provisions of paragraphs VI and VII of this Final Judgment.

In the event that, by reason of the release by any one or more motion picture producers or distributors of a substantial number of feature films for television, or by reason of any other fact or condition substantially adversely affecting the business of said defendants of licensing feature films for television, said defendants shall be unable without financial hardship to license for television the minimum number of feature films specified in paragraph VI hereof, said defendants shall have the right to apply to this Court, on thirty days notice to the plaintiff, for such modification of said paragraph VI hereof as to this Court shall appear to be just and proper.

VIII

Said defendants are jointly and severally enjoined and restrained from entering into, maintaining or furthering, or claiming any right under any contract, agreement, combination, conspiracy or concerted plan of action with any other defendant or alleged co-conspirator in this action to do any of the things which said defendants are each enjoined or restrained from doing pursuant to paragraphs V and VII hereof.

IX

If any Final Judgment entered or hereafter entered in this case with respect to any defendant or defendants other than Republic Pictures Corporation, Republic Productions, Inc., Films, Inc., Pictorial Films, Inc. or Warner Bros. Pictures Distributing Corporation should be more favorable in any respect to such other defendant or defendants than this Final Judgment is to the defendants Republic Pictures Corporation or Republic Productions, Inc., said defendants Republic Pictures Corporation or Republic Productions, Inc. shall be entitled, on application to this Court, with thirty days notice thereof to the plaintiff, to a modification of this Final Judgment to substitute herein such more favorable provision or provisions for the corresponding provision or provisions included in this Final Judgment, and the plaintiff hereby waives any objection to such application and consents to such modification, and will cooperate, upon the request of either of said defendants, in obtaining a suitable order pursuant to such application.

X

On condition that neither of said defendants shall have violated any of the provisions of this Final Judgment and that a substantial number of feature films released for 35mm. theatrical distribution in the United States, production of which commenced after August 1, 1948, have been licensed or offered for licensing for television by said defendants, said defendants at any time after the expiration of seven years from the date of entry of this Final Judgment or five years after the licensing or offering for licensing for television of the minimum number of feature films available for television required so to be licensed or offered for licensing for television under the provisions of paragraph VI (c), whichever shall first occur, may apply to this Court, on thirty days notice thereof to the plaintiff, for an order terminating paragraphs VI, VII and VIII of this Final Judgment, provided, however, that nothing in this paragraph X shall be construed to limit the right of the plaintiff to oppose the granting of any such application.

XI

For the purpose of securing compliance with this Final Judgment, duly authorized representatives of the Department of Justice shall, on the written request of the Attorney General or the Assistant Attorney General in charge of the Antitrust Division, and on reasonable notice to the principal office of either of said defendants, be permitted access during the business or office hours of such defendant so notified, to all books, ledgers, accounts, correspondence, memoranda, and other records and documents in the possession or under the control of such defendant relating to the matters contained in this Final Judgment and subject to the reasonable convenience of such defendant, and without restraint or interference from such defendant to interview officers or employees of such defendant, who may have counsel present, regarding any such matters, and, upon written request of the Attorney General or the Assistant Attorney General in charge of the Antitrust Division, and upon reasonable notice to its principal office, any such defendant shall submit such written reports with respect to any such matters as may from time to time be necessary for the enforcement of this Final Judgment; provided, however, that information obtained by the means permitted in this section, shall not be divulged by any representative of the Department of Justice to any person other than a duly authorized representative of the Department of Justice, except in the course of legal proceedings to which the United States is a party for the purpose of securing compliance with this Final Judgment or as otherwise required by law.

XII

Jurisdiction is retained for the purpose of enabling any of the parties to this Final Judgment to apply to this Court at any time for such further orders and directions as may be necessary or appropriate for the construction of or the carrying out of this Final Judgment, for the modification thereof, for the enforcement of compliance therewith, and for the punishment of violations thereof.

Dated SEPTEMBER 12, 1955

(s) LEON R. YANKWICH
United States District Judge

We consent to the making and entry of the foregoing Final Judgment:

For the Plaintiff:

(s) Stanley N. Barnes
Assistant Attorney General

(s) W. D. Kilgore, Jr.

(s) James M. McGrath

For the Defendants:

Republic Pictures Corporation and Republic Productions, Inc.

LOEB AND LOEB

By (s) Laurence M. Weinberg
Attorneys for said defendants.

(s) Samuel Flatow
Special Assistant to the Attorney General

(s) Maurice Silverman
Trial Attorney

(s) Leonard R. Posner
Trial Attorney

(s) Daniel H. Margolis
Trial Attorney

SCHEDULE A-1

UNDER WESTERN STARS, IDAHO, KING OF THE COWBOYS, SILVER SPURS, HANDS ACROSS THE BORDER, SHINE ON HARVEST MOON, FRONTIER PONY EXPRESS, OLD CALIENTE, ARIZONA KID.

DAYS OF JESSE JAMES, CARSON CITY KID, JESSE JAMES AT BAY, MAN FROM CHEYENNE, SUNSET ON THE DESERT, SONS OF THE PIONEERS, COLORADO, BORDER LEGION, IN OLD CHEYENNE, NEVADA CITY, BELLS OF ROSARITA.

SUNSET IN EL DORADO, ALONG THE NAVAJO TRAIL, RAINBOW OVER TEXAS, UNDER NEVADA SKIES, HOME IN OKLAHOMA, APACHE ROSE, COWBOY AND THE SENORITA, SONG OF NEVADA, LIGHTS OF OLD SANTA FE, THE GAY RANCHERO, ON THE OLD SPANISH TRAIL.

HEART OF THE GOLDEN WEST, RIDIN' DOWN THE CANYON, SONG OF TEXAS, MAN FROM MUSIC MOUNTAIN, BILLY THE KID RETURNS, ROUGH RIDERS ROUNDUP, SOUTHWARD HO, WALL STREET COWBOY, SAGA OF DEATH VALLEY.

YOUNG BUFFALO BILL, RANGER AND THE LADY, RED RIVER VALLEY, SOUTH OF SANTA FE, ROMANCE ON THE RANGE, SUNSET SERENADE, YOUNG BILL HICKOK, ROBINHOOD OF THE PECOS, SHERIFF OF TOMBSTONE, BAD MAN OF DEADWOOD, MAN FROM OKLAHOMA.

DON'T FENCE ME IN, SONG OF ARIZONA, MY PAL TRIGGER, ROLL ON TEXAS MOON, HELDORADO, BELLS OF SAN ANGELO, YELLOW ROSE OF TEXAS, SAN FERNANDO VALLEY, UTAH, SPRINGTIME IN SIERRAS, UNDER CALIFORNIA STARS.

SCHEDULE A-2

EYES OF TEXAS, GRAND CANYON TRAIL, COME ON RANGERS, SAGEBRUSH TROUBADOUR, RED RIVER VALLEY, THE SINGING COWBOY, OH SUSANNA, THE BIG SHOW.

ROUNDUP TIME IN TEXAS, ROOTIN', TOOTIN' RHYTHM, PUBLIC COWBOY NO. 1, GOLD MINE IN THE SKY, PRAIRIE MOON, WESTERN JAMBOREE, MEXICALI ROSE, MOUNTAIN RHYTHM, IN OLD MONTEREY, SOUTH OF THE BORDER, CAROLINA MOON, RIDIN' ON A RAINBOW.

SINGING HILLS, UNDER FIESTA STARS, SIERRA SUE, HEART OF THE RIO GRANDE, STARDUST ON THE SAGE, BELLS OF CAPISTRANO, TRAIL TO SAN ANTONE, SADDLE PALS, TUMBLIN' TUMBLEWEEDS, GAUCHO SERENADE, BOOTS AND SADDLES.

NIGHT TIME IN NEVADA, THE FAR FRONTIER, MELODY TRAIL, SINGING VAGABOND, COMIN' ROUND THE MOUNTAIN, GUNS AND GUITARS, RIDE, RANGER, RIDE, THE OLD CORRAL, GET ALONG LITTLE DOGIE, YODELIN' KID FROM PINE RIDGE, SPRINGTIME IN THE ROCKIES.

MAN FROM MUSIC MOUNTAIN, RHYTHM OF THE SADDLE, HOME ON THE PRAIRIE, BLUE MONTANA SKIES, COLORADO SUNSET, ROVING TUMBLEWEEDS, EL RANCHO GRANDE, MELODY RANCH, BACK IN THE SADDLE, SUNSET IN WYOMING.

DOWN MEXICO WAY, COWBOY SERENADE, HOME IN WYOMIN', CALL OF THE CANYON, SIOUX CITY SUE, TWILIGHT ON THE RIO GRANDE, ROBINHOOD OF TEXAS, OLD BARN DANCE, RIDE TENDERFOOT RIDE.

J. Allied

(Continued from page 1)

ement on the tax reduetion issue reeonvening of the ATONJ membership next Tuesday morning."

he newly-eleeted ATONJ presit and past president Wilbur per reported that feelings and arients among the 38 exhibitor nbers of the unit were diversified the seeking of a reduetion on adsion tax. "We are seeking eome adviees as to whether this is the r to start a tax reduction eampaign , in turn, support Counеil of Mo Pieture Organizations as the up which will fight for exhibition," m said.

Ie pointed out that all exhibitor nbers of ATONJ "favor any or all s to reduce taxation." Snaper, injeeted his viewpoints oeeaally on this topic, cautioned Stern eontinuanee of this topic and said t further word on the tax reduet proposal would be forthcoming owing next Tuesday's ATONJ eting.

Oppose Circuit Acquisition

tern also reported that the New sey Allied unit would aid indeident exhibitors in the state in oping the acquisition of drive-ins, nventional theatres or theatre sites New Jersey by divoreed eircuits.

he ATONJ president revealed that membership is still attempting to viate the clearance zone situation parts of New Jersey. "The situation sueh that we may possibly seek al reeourse," Stern said as a num- of theatres in New Jersey are six nths behind metropolitan first-run iations.

efferson Amusement V Bid Study Asked

Television Today.. WASHINGTON, Sept. 13.—The Federal Court of Appeals has directed Federal Communieations Commisn to consider the applieation of fferson Amusement Co. for a Port thur, Tex., television station.

The FCC dismissed the applieation arly a year ago, and the eompany nt to court. The eourt order today eets the FCC to eonsider the firm's plieation on its merits, along with applieations of two other firms.

V License for BPC Is Approved

From THE DAILY Bureau

ONDON, Sept. 13.—Subject to comtion of a formal contract, the Indendent Television Authority has alated to Associated British Pictures rp. in association with others a linse to provide weekend TV proams to Midland, Lancashire and rkshire stations.

ABPC's associates include a group Midland newspapers with interests minority shareholders.

Television--Radio

with Pinky Herman

THE world gets smaller and smaller in direct proportion to the increased speed of man's flight through space and with this truth there comes the profound feeling of the urgency for mutual understanding and peace for all nations. There are several ways in which this noble aim may be realized and in the order of their importance we list: 1—Love—which recognizes no geographic borders, native customs nor unfamiliar language; 2—Music—unquestioned by poet, philosopher, politician and plain Joe Doakes alike, as the universal language; 3—International Sports. Because the first two have been dealt with quite extensively by experts and with whose knowledge, lore and experience this reporter wouldn't dare either to question nor offer addenda, we would like to point out that a great deal of credit for the ever-increasing friendship between Latin-Americans and us must go to prexy Joseph Novas, Jr., New York manager Tony Suarez and sportscaster Buck Canel of the Latin-America Radio & TV Corp., who, three years ago, inaugurated a once-a-week broadcast of baseball games to Cuba, Puerto Rico, Dominican Republic and Venezuela, increasing it to five times a week, all transmitted live. Firm also shoots telefilms of prize fights which are syndicated throughout the Latin-American countries and these films, together with the daily broadcasts of baseball and general news, have resulted in a degree of mutual understanding between citizens of lands both "South and North of the border" which already is a far cry from the former indignant cries of "Yankee Imperialism."

☆ ☆ ☆

The selection by NBC of Groucho Marx to preside as grand marshal over the highlights of 53 years of theatre in "Show Biz" (From Vaude to Video) second of the new NBC-TV "color spread" series, is a natural for Groucho is himself a vet of more than a half-century on the stage. The 90-minute program, based on the Abel Green-Joe Laurie, Jr., book was adapted for TV by Ken England for producer Ernest D. Glucksman and will be seen Sunday, Oct. 9, from 7:30-9:00 P.M. EST and will feature Rosemary Clooney, Dennis Day, Paul Gilbert, Phil Harris, Beatrice Kay, Buster Keaton, Eartha Kitt, Bert Lahr and Shirley MacLain with Art Linkletter, host. . . . Prexy Mickey Schwarz has named Milt Cohen, who's been with the firm since its inception, vice-president in charge of production for ATV Film Productions which recently moved into its expanded studios in Long Island City. Evelyn McCarthy has been named director of press relations and advertising succeeding Murphy McHenry, who resigned to devote all his time to writing scripts. . . . With Scoop Rettig chairman in charge of entertainment, the 45th annual show for the benefit of widows and orphans of heroic policemen, sponsored by the Honor Legion of the N.Y.C. Police, will be held Friday, Oct. 28th at the Sheraton-Astor Hotel. Here is another worthwhile event which merits the personal support and cooperation of radio and TV personalities.



Groucho Marx

☆ ☆ ☆

After several months of intensive preparation by producers Mark Goodson and Bill Todman and Random House president Bennett Cerf, a new TV series for children, based on "Landmark Books," which in four years have aggregated a total sale of more than 6,500,000 copies, has been CBSigned to start in the fall of 1956. Because of the wide diversity of material available in the 82 Landmark Books now in circulation, the producers will make two pilot films, one, a half-hour in length and the other a full hour, the latter in both color and b & w. . . . Ace scripter Len Levinson, who last year was co-writer of the "Fibber McGee & Molly" radio series, is currently in New York where he'll develop new radio and TV properties for William Morris Agency. . . . Representing Art Ford Film Productions, Ima Mahin has arrived in London to tour the Denham and Ealing studios and look over the European film market. Miss Mahin will reopen the Ford headquarters in Paris where Art made several films featuring Daniele Delorme, Nicole Francis and the late Borah Minnevitch. . . . Producer-director Joe Graham, completely recovered from an operation and back at his ABChores, megging the "Sammy Kaye" and "Whispering Streets" shows.

Final Ballots

(Continued from page 1)

male and five new female personalities.

Coyne emphasized that marked ballots must be returned to Priee Waterhouse & Co., 56 Pine Street, New York, not later than Oetober 15. No ballots received after that date will be counted, Coyne said, as but little time will be left in which to print and distribute the ballots that will be used in the public voting at theatres November 17-27. The public ballots, of course, will earry the names of pictures and personalities nominated by exhibitors on the third nominating ballot.

CBS Gets Nod in St. Louis TV Bid

Television Today.. WASHINGTON, Sept. 13.—A Federal Communications Commission hearing examiner recommended that the Columbia Broadeasting System get a St. Louis television station over the St. Louis Amuscment Co. and three other applicants for the ehannel.

The decision can, and probably will, be appealed to the full Commission.

The significant developments in television and their meaning . . .

Every Monday in

Television Today

Right at the start of the week—through an interpretive new style of trade paper journalism — this concise report of the significant news and events keeps you posted quickly and easily.

Television Today

Published every Monday in conjunction with *Motion Picture Daily*



A HAPPY MUSICAL!

"IT'S ALWAYS FAIR WEATHER"

in CINEMASCOPE and COLOR

M-G-M presents in CinemaScope • "IT'S ALWAYS FAIR WEATHER" starring Gene Kelly • Dan Dailey • Cyd Charisse • Dolores Gray • Michael Kidd Story and Screen Play by Betty Comden and Adolph Green • Music by André Previn • Lyrics by Betty Comden and Adolph Green Photographed in Eastman Color • Directed by Gene Kelly and Stanley Donen • Produced by Arthur Freed



AN ACTION ROMANCE!

"The Adventures of QUENTIN DURWARD"

in CINEMASCOPE and COLOR

M-G-M presents in CinemaScope • Sir Walter Scott's "The Adventures of QUENTIN DURWARD" starring Robert Taylor • Kay Kendall • Robert Morley Screen Play by Robert Ardrey • Adaptation by George Froeschel • Photographed in Eastman Color • Directed by Richard Thorpe • Produced by Pandro S. Berman



A THRILLING DRAMA!

"TRIAL"

M-G-M presents "TRIAL" starring Glenn Ford Dorothy McGuire • Arthur Kennedy • John Hodiak Katy Jurado • with Rafael Campos • Juano Hernandez Written by Don M. Mankiewicz from his Harper's Prize Novel • Directed by Mark Robson • Produced by Charles Schnee



A RIOTOUS COMEDY!

"THE BAR SINISTER"

in CINEMASCOPE and COLOR

M-G-M presents in CinemaScope • Richard Harding Davis' "THE BAR SINISTER" starring Jeff Richards Jarma Lewis • Edmund Gwenn • Dean Jagger • and Wildfire • with Richard Anderson • Willard Sage Screen Play by John Michael Hayes • Photographed in Eastman Color • Directed by Herman Hoffman Produced by Henry Berman

FROM M-G-M TO GIVE YOUR BOXOFFICE A LIFT!



It's time to mail your Audience Awards nominations!

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 53 NEW YORK, U. S. A., THURSDAY, SEPTEMBER 15, 1955 TEN CENTS

'Resistance' in U. S. to His Films Hit By Rank Again

John Davis Hints at Retaliation in Eady, Quota Areas; Hurls 'Lip Service' Charge At Recent Visitors; Plans Offices in S.A.

By PETER BURNUP

LONDON, Sept. 14.—Disappointment over the inability of British pictures to make headway in the American market was expressed by J. Arthur Rank in his annual report to company stockholders released here today and was bitingly elaborated on by John Davis, Rank's chief lieutenant, at a press conference later.



John Davis

Rank's statement revealed that he plans to have his own distribution organization in operation in key cities throughout South America by early next year.

Davis, without spelling out his meaning, hinted several times at retaliation against American interests here for the lack of support of British films in the U. S. He commented bitterly that he had made an anaylsis of the records of "certain American

(*Continued on page* 8)

Senate Unit Studying Minimum Wage Law

From THE DAILY Bureau

WASHINGTON, Sept. 14. — Staff members of the Senate Labor Committee are assembling background information on proposals to expand Federal minimum wage law coverage, looking toward public hearings and possible legislation early next session.

One of the fields being surveyed is the retail and service field, including motion picture theatre workers.

The Administration this year suggested that Congress consider extending wage-hour law coverage to

(*Continued on page* 8)

Detroit Now in Para. Central Division

E. K. (Ted) O'Shea, vice-president of Paramount Film Distributing Corp., announced in New York yesterday that the Detroit branch has been incorporated into his central division

(*Continued on page* 8)

ABPT to Redeem 5% Preferred Stock

Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, Inc., announced yesterday that the board of directors approved the redemption on Oct. 20 of 150,000 shares of the 5% preferred stock ($20 par value) at the applicable redemption price of $20.80, plus the accrued dividend to such date of 25 cents per share, or a total of $21.05 per share.

The specific shares to be redeemed

(*Continued on page* 8)

Replies to Wire of TOA's Martin

Consent Decree Will Not Change Republic's Policies, Says Yates

From THE DAILY Bureau

HOLLYWOOD, Sept. 14.—Outlining his company's position with respect to the consent decree accepted by Republic Pictures in the Government's 16mm. anti-trust suit, Herbert J. Yates, Republic president, today stated that his company had taken the stand that it would be willing to sign a consent decree provided it did not require a change in policies or method of operation pursued by Republic over the past years.



Herbert Yates

Replying specifically to E. D. Martin, president of Theatre Owners of America, who had queried Yates following the publication of Republic's decision in Monday's issue of Motion Picture Daily, the Republic president said:

"From the inception of the suit, Republic maintained that it should never have been named as a defendant, and counsel immediately undertook to persuade the Department of Justice to dismiss its suit against Republic.

"When we realized the government would not give a voluntary dismissal but would consider a consent decree

(*Continued on page* 8)

New TV Subsidiary Formed by ABPC; Thomas to Head It

By WILLIAM PAY

LONDON, Sept. 14. — Associated British Pictures Corp. has formed a subsidiary known as ABC-TV, Ltd., to handle the company's new commerical television operations, Sir Philip Warter, ABPC chairman, told a press conference here today.

As reported earlier, the company has been licensed by the Independent Television Authority to provide weekend TV programs in association with others.

The new TV subsidiary is capitalized at £500,000, with a further

(*Continued on page* 8)

76 Per Share

J' 39-Week rofit in Rise o $2,987,521

niversal Pictures and subsidiary panies yesterday reported earn- for the 39 weeks ending July 30, 2,987,521 after providing $250,- for contingent liabilities and 25,000 for Federal taxes on in- e. After dividends on the pre- d stock, this is equivalent to 6 per share on the 1,018,664 es of common stock outstanding uly 30.

or the 39 weeks ending July 31, , earnings were $2,636,415 after iding $250,000 for contingent lities and $3,400,000 for Fedcral s on income. After dividends on preferred stock, this was equiva- to $2.49 per share on the 988,574 es of common stock outstanding uly 31, 1954.

x-Intermountain's lian Film Festival arting on Sunday

Special to THE DAILY

ENVER, Sept. 14. — The Italian Festival, sponsored by Fox In- Mountain Theatres, to be staged ne Denver, Aladdin, Esquire and bird, gets under way on Sunday the arrival of Manlio Brosio, an Ambassador, from Washing-

ne film angle starts Monday night the American premiere of "Ma- e Butterfly" at the Denver. At same time it is planned to an-

(*Continued on page* 8)

ek to Shorten saness Trial

Special to THE DAILY

HICAGO, Sept. 14. — Federal ge Campbell took under advise- t today suggestions by attorneys both sides on ways and means of ing the trial of the Essaness The- ; anti-trust suit within reasonable limits.

otions on this and other technical ers were argued at the morning on in U. S. District court here

(*Continued on page* 8)

PERSONAL MENTION

WILLIAM S. ORKIN, manager of the Theatre Owners of America convention trade show, left here yesterday for Los Angeles.

•

FLOYD FITZSIMMONS, M-G-M field press representative for Boston and New Haven, is in New York for conferences with EMERY AUSTIN, exploitation head.

•

DONNA STRICKLAND QUIGLEY, radio-TV director of Cayton, Inc., advertising agency, was married in Albion, N. Y., to JAMES J. RODDEN of this city.

•

HAROLD GUTMAN, Universal Pictures Eastern art director, has passed his 15-year milestone with the company.

•

MASAICHI NAGATA, president of the Daiei organization of Japan and producer of "Gate of Hell," will arrive in New York on Sunday from Tokyo.

•

EPIFANIO ARAMAYO, United Artists assistant manager in Argentina, has arrived in New York with MRS. ARAMAYO from Buenos Aires.

•

SPERIE PERAKOS, general manager of Perakos Theatres Associates, has returned to New Britain, Conn., with MRS. PERAKOS from Detroit.

•

RICHARD NEY and MRS. NEY returned to New York this week aboard the "Mauretania."

•

GABBY HAYES and MRS. HAYES sailed from New York for Europe yesterday on the "Queen Elizabeth."

•

JACK GOLDBERG, of Studio Films, Inc., is in Montreal from New York.

Settle Rentals Suit Over 'Sangaree'

A suit brought by Paramount last year against the United Artists Theatre in Los Angeles for the balance of film rental allegedly due on "Sangaree" was settled here yesterday.

Under a 1953 contract, the United Artists was to pay a licensing fee of $17,600 for the picture. This figure later was reduced by Paramount to $15,600. The theatre paid $8,302 and the distributing company had brought suit to recover the balance of $7,298.

Set Colosseum Meeting

The 1955 convention of the Colosseum of Motion Picture Salesmen will be held at the Hotel Ambassador in Los Angeles, Nov. 11-13, it was announced here.

Indoor Theatres Hurt By Drive-in Price Cut

Special to THE DAILY

TOLEDO, Sept. 14. — The admission price war among drive-in theatres in this area is reported to be having unfavorable repercussions in the indoor-theatre field. With the outdoor theatres cutting admission rates from 75 to 50 cents, the public is said to be passing up the 75-cent first-run showings and waiting for the lower prices two weeks later at the drive-ins.

Universal Copyright Pact Effective Friday

The Universal Copyright Convention, sponsored by United Nations Educational, Scientific and Cultural Organization, will come into force tomorrow. Fifteen countries, including the United States, have ratified the instrument, while 30 others have signed but not yet ratified.

The Convention affords protection for a minimum of 25 years either from the time of the work's first publication or from the death of the author. (Under existing conditions the term of protection, if any, extends from three years to perpetuity.)

Translation Rights Included

The author is further guaranteed a reasonable fee from the publisher for translation rights and no translations of his work may be made without his authorization. (At present, authors are frequently not consulted, not paid, and at times their works are badly translated and even distorted.)

Finally, the cumbersome and expensive formalities required of foreign authors and artists in many countries for obtaining copyright protection will be abolished. The letter "C" within a circle will be printed on each copy of a protected work, accompanied by the author's name and the date of the first publication. The symbol will be accepted in every contracting state as forbidding reproduction without specific authorization of the copyright owner.

Moskowitz to Europe

Joseph H. Moskowitz, 20th Century-Fox vice-president and Eastern studio representative, left here yesterday for London to confer with 20th-Fox president Spyros P. Skouras and vice-president Darryl F. Zanuck. Moskowitz, who will be in Europe for five weeks, will also visit Paris, Spain and Italy on production matters.

IFE Closes Office

ATLANTA, Sept. 14. — IFE Releasing Corp. has closed its Atlanta office and all business will be handled from the home of manager John Jarvis.

Belgian Distributors, Exhibitors Set Rates On Percentage Films

By HENRY KAHN

PARIS, Sept. 14. — Following the recent resolutions passed by the international exhibitors organization regarding distributors' rates of percentages, the Belgians have announced the signing of an agreement between distributors and exhibitors under the auspices of the Ministry of Economic Affairs. The agreement regulates the rates charged.

The rate is fixed at 30 per cent of weekly receipts below the 5,000 Belgian franc level and 45 per cent above 100,000 Belgian francs. The rate can vary, however, between the two extremes.

First-Run Category Set

First-run houses come under a different heading. In this case the rate can vary between 40 and 50 per cent, the figure actually being fixed by a mathematical system devised by the Ministry of Economic Affairs. New technique films can pay up to 60 per cent.

Distributors are permitted to collect 25 per cent of the weekly receipt if the film has a long run, the final percentage being calculated at the end of the run when the difference can be made up.

'Brunettes' to Open In 29 Loew Houses

A slate of 29 regional openings blanketing the Loew's circuit has been set for United Artists' "Gentlemen Marry Brunettes." Area bows for the production will kick off one week after the gala world premiere at the Oriental Theatre in Chicago on Sept. 22.

The initial Loew's dates for "Gentlemen Marry Brunettes" will be on Sept. 29 in St. Louis, Indianapolis, Atlanta, Nashville and Memphis. Follow-up bookings are slated successively for Baltimore, Washington, Harrisburg, Reading, Wilmington, Norfolk, Richmond, Boston, Providence, Buffalo, Syracuse, Rochester, Cleveland, Akron, Canton, Toledo, Dayton, Columbus, New Orleans, Bridgeport, Hartford, Waterbury, Norwich and Houston.

Goodlatte to Be an A.B.P.C. Director

LONDON, Sept. 14. — Associated British Picture Corp. announced that D. J. Goodlatte, managing director of Associated British Cinemas, has been invited to become a director of the parent company on the retirement of Edward Maloney, who plans to retire Sept. 30. He has been a director and held the office of financial adviser since 1945.

. . . NEWS ROUNDUP

Philatelists Resume Meet

Leon J. Bamberger, president of Cinema Stamp Collectors, has nounced resumption of the s monthly meetings of that organ tion. Meetings are held on the ond and fourth Wednesday of month, with the exception of July August, in the Hotel Astor at 8 P All stamp collectors in the amusen field, or those who might be in ested in taking up the hobby, welcome.

■

Meadows Drops First Run

The Meadows Drive-In, Hartf heretofore on first-run policy, is g on subsequent-run and revival b ing schedule indefinitely, at the s time reducing admission from 8 70 cents. The latter is the non regional drive-in charge.

■

Form Mexico Producing U

Producciones Barbachano Po S.A., Mexico City, is the newest ture producing firm to be organi in that country. Its top official, M uel Barbachano Ponce, has long m shorts and documentals. The c pany, capitalized for $160,000, make features as well as Ponce's o inal specialties.

■

New Haven House Reoper

The Lincoln Theatre in New Ha has been reopened by Samps Spodick-Bialek after extensive modeling and installation of air ditioning. The Lincoln is a first situation, playing primarily art att tions.

■

Plan Superscope for 'Sun'

"Run for the Sun," Russ-Field p duction for United Artists rele will be photographed in Superscope and Eastman color, as a result agreements completed by execut producer Robert Waterfield.



MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fe Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building. Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2 Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Mo Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone Cl 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Le Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year a section of Motion Picture Herald: Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as seco class matter Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies,

Varner Brothers TV how Receives High lating, Cool Notices

Warner Brothers Presents," which its television debut over the erican Broadcasting Co.'s TV net-k on Tuesday evening, received 11.6 Trendex rating in a 10-city vey, according to ABC-TV officials, also said that the film company's miere program garnered 34.5 of viewing audience.

ABC-TV officials reported that the arner Brothers Presents" ratings Trendex were 1.3 higher than the ional Broadcasting Co.'s ratings le Columbia Broadcasting System eived a Trendex of 8.6 on Tuesday ing the 7:30 to 8:30 P.M. time

'Contrived,' Says Times

he hour-long show, according to New York "Times," was "a pretty t pitch" and offers "only a long mmereial advertising the studio's atre wares." The "Times" found program, which dealt with a ng psychiatrist's uphill battle to rcome both lay and professional judice against his branch of the lical science, as "routine and con-ed."

he New York "Herald Tribune" that "Warner Brothers Presents" ovided a pleasant if not auspicious rlude during the evening." The ew also made mention of the kstage peek into theatrical prod-

he New York "Post" declared that filmed TV show, which was based the theatrical feature "King's v," was "neither entertainment nor heer for psyehiatry. It was also ."

'A Woman's Play'

he "Journal American" labelled program's impact "mighty like rich, treacly continuity and mood the overstuffed dramaturgy they l to call 'a woman's play.'" The lication said that the show was e careful and attractive than most dramas, "but does a direct dis-ice to the viewers by its institu-al studio propaganda."

ushinsky to Europe

HOLLYWOOD, Sept. 14.—Joseph hinsky, president of Superscope, , left today via SAS for Geneva, tzerland, where he will set up a tral European sales and distribu-office for Superscope equipment. r spending an estimated two ks completing the Geneva organ-ion, Tushinsky will make a tour other Superscope branches in ne, London, Paris, Spain, Hong g and Japan.

ook 'Villa' Thru Texas

Edmund Grainger's "The Treasure Pancho Villa" will be shown in theatres throughout Texas follow-its consecutive four city premiere, t. 27-30, in that state, it was an-nced yesterday by Walter Bran-, RKO's world-wide sales manager.

Huge Increase in 10 Years

Popcorn Is a $375,000,000 Yearly Industry; Theatres Help Volume

The popcorn industry has become a $375,000,000-a-year business and motion picture theatres contribute a large portion of that volume. More than 96 per cent of the nation's conventional houses and all of the drive-ins sell the product. This is revealed by the New York "Times" in an article by by-liner Alexander R. Hammer who apparently got his facts from Thomas J. Sullivan, executive vice-president of the International Popcorn Association.

Some Sell 4,000 Boxes Daily

Ten years ago, according to the article, popcorn sales amounted to less than $100,000,000. The jump to the $375,000,000 figure has stemmed from its growing popularity not only in theatres but in other places of amusement and sporting events. It was stated that a large theatre often sells as many as 4,000 boxes of popcorn a day.

The development of quick-popping corn and the revival of home-popping have been factors in stimulating the popularity of the product, it was said.

Columbia vs. NBC Briefs Ordered Filed

HOLLYWOOD, Sept. 14. — After two days of testimony by Dr. Henry Nash Smith, University of California at Berkeley literature professor, Federal Judge James C. Carter today ordered attorneys for Columbia Pictures and NBC to file briefs in two weeks in the suit brought by the film company alleging infringement and unfair competition arising out of satire of the feature film, "From Here to Eternity."

Columbia filed because of the lampooning of the Academy Award-winning film on "Your Show of Shows" by Sid Caesar and Imogene Coca in a skit titled "From Here to Obscurity."

Defends Lampooning

Dr. Smith, testifying for NBC, recited the history of the burlesque of literature and contended that such lampooning of a film is allowable.

Judge Carter is the jurist who ruled for M-G-M in that company's suit to stop Jack Benny from using a telefilm lampooning "Gaslight" on a video program. That case is now being appealed.

'Millionairess' First For Welsch-Columbia

HOLLYWOOD, Sept. 14.—George Bernard Shaw's "The Millionairess" will be the first of three 1955 productions to be made by Howard Welsch Productions for probable Columbia Pictures release. Isidore Kerman, Welsch's London attorney, is now negotiating the deal with the Shaw estate.

Nicholas Ray will direct, and is in London now to scout background for the Technicolor and CinemaScope production.

Marked Decline in Ohio Theatres Found

COLUMBUS, O., Sept. 14. — As of Sept. 1, there were 599 eonventional theatres and 192 drive-ins operating in Ohio, aeeording to a survey by Independent Theatre Owners of Ohio. Eighty-three of the conventional theatres were operating on weekends only.

The figure compares with 1,306 four-wall theatres and 117 drive-ins in the state in 1948, aecording to ITOO.

128 Theatres in 92 Cities Set for Bout

The closed circuit theatre telecast of next Tuesday evening's heavyweight championship fight at Yankee Stadium between Rocky Marciano and Archie Moore will be presented in 128 theatres in 92 cities across the nation, it was announced by Theatre Network Television yesterday.

Ticket prices for the fight range from $2.50 to $7.20, including taxes, with the average ticket costing about $3.50.

Among the 128 theatres presenting the bout are nine drive-in theatres. The event will also be viewed by patients at three Veterans Administration hospitals in the New York area.

Para. Press Junket For 'Harry' Premiere

Paramount Pictures will escort a group of press representatives to Vermont for the world premiere of Alfred Hitchcock's "The Trouble with Harry" at the Paramount Theatre in Barre, Sept. 30.

The group is scheduled to dine with Gov. Joseph B. Johnson of Vermont and to be conducted by Hitchcock on a tour of nearby location scenes which he used in filming the picture. Additional social events are planned for the group prior to its return to New York by plane the morning following the premiere.

'Guys' Set for D.C.

Samuel Goldwyn's production of "Guys and Dolls," which is being distributed by M-G-M, has been set for a fourth premiere, the latest contract being for Keith's Theatre in Washington on Nov. 16. Previously announced premieres by M-G-M were for the world premiere at the Capitol, New York, on Nov. 4; the Chicago, Chicago, Nov. 11, and the Paramount in Los Angeles, Nov. 16.

Warns Showmen

Complacency In U. K. Riles TOA's Levy

By WILLIAM PAY

LONDON, Sept. 10 (By Air Mail) —The complacency of British exhibitors is disturbing, Herman Levy, Theatre Owners of America general counsel, told a press conference here following completion of his six-week tour of Britain.

He has aimed, he said, during his tour to alert British exhibitors to the precarious position of exhibition, through product shortage, in America, "for what affects us adversely must eventually do so here."

He feared, however, that his reports had fallen on infertile ears. The key to success, he declared, lay in the steady flow of good product, and exhibitors here should be thankful for having British production. They should support and encourage it and aim to develop a motion picture industry of their own.

Cites Road-Showing Threat

He warned of the trend towards extended runs and noted that films like Todd-AO's "Oklahoma," which were made for road-showing, "are a threat to wide distribution and meant that the theatre owners would no longer have control. The distributor and producer would determine where the picture would be played."

Is this opposition to mass distribution, he asked, going to set the pattern, for if it is successful, why should a distributor go to the expense of mass distribution when he can get his profit on the road-show basis? "It will be a terrific blow to the smaller houses," he added.

Levy also warned of the coming commercial television threat in Britain. Again, he reported, hardly any of the exhibitors he had met expressed any concern. And toll TV, he added, would become a problem here sooner than is expected.

Promises to Plead for U.K. Films

In regard to British films in the American market, the TOA attorney said that he was going to take back the message that, with the steady development of British pictures and the present precarious and hungry-for-product position of American exhibitors, they should make every effort to open their doors to British films.

Levy now is in Paris for talks with Monsieur Trichet of the Union Internationale de l'Exploitation Cinematographique. He returns to New York aboard the "Queen Mary," from Cherbourg, arriving Sept. 20.

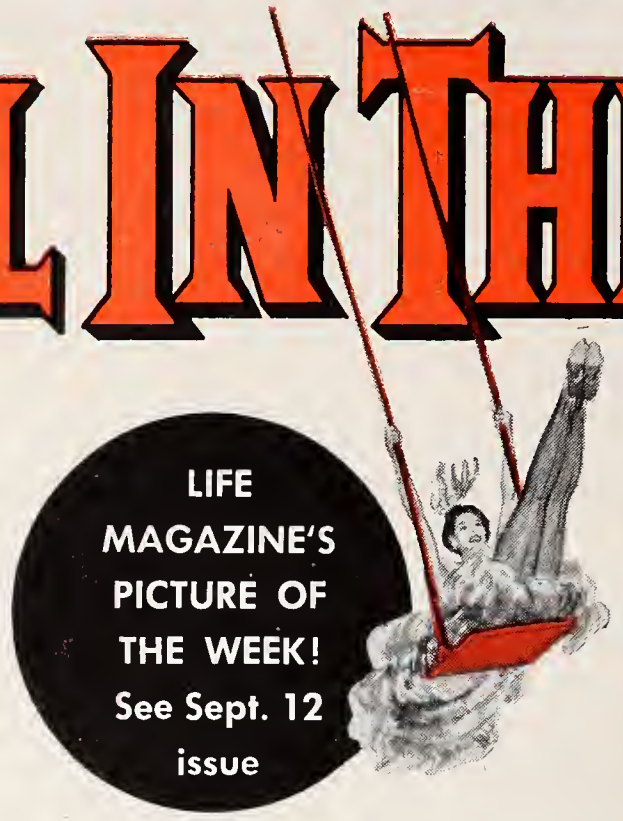
'Summertime' to Bklyn.

"Summertime," United Artists picture will begin its first Brooklyn engagement at Loew's Metropolitan Theatre on Wednesday.

From 20th in October:

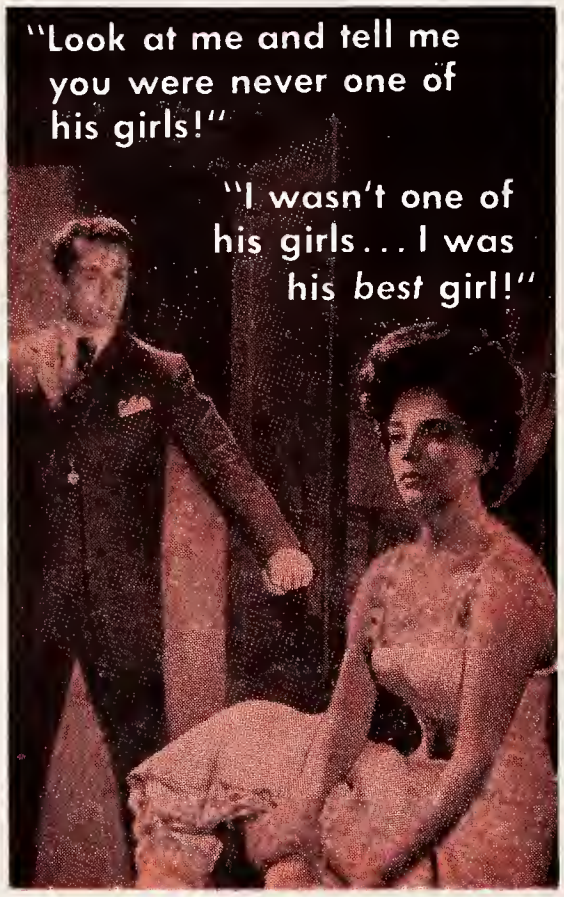
THE RISE, THE FALL OF

THE GIRL IN THE R



From penniless model to mistress of $40,000,







RAY MILLAND • JOAN COLLINS • FARLEY GRANGER in "THE GIRL IN THE RED VELVET SWING" with Luther Adler • Cornelia Otis Skinner • Glenda Farrell • Frances Fuller • Philip Reed • Gale Robbins • Produced by CHARLES BRACKETT • Directed by RICHARD FLEISCHER • Written by WALTER REISCH and CHARLES BRACKETT

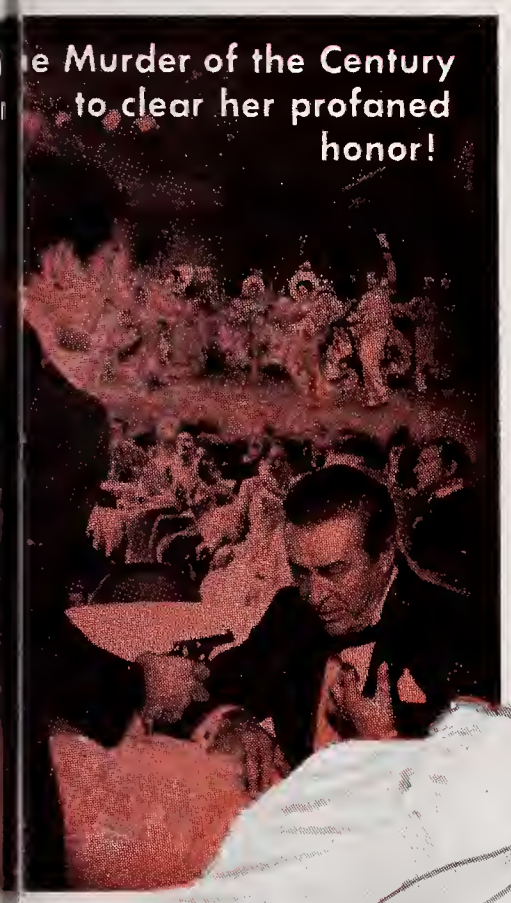


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ELYN NESBIT THAW

VELVET SWING

DE LUXE CINEMASCOPE®



GOLD FOR EXHIBITORS!

The headlines you see here, clipped from Page One of the nation's leading newspapers, are convincing proof of the tremendous interest in THE TREASURE OF PANCHO VILLA!

SCREEN THE PICTURE...play it while the news story is hot!

AY, DOLORES!

Thees Pancho Stole Mucho, Mucho Gold

BRAWLEY (U.P.)—Miss Delores Vasquez, 76, who disclosed locations in Texas where Mexican revolutionary Gen. Pancho Villa supposedly buried $1,500,000 in gold coins, told today of additional millions buried in Mexico.

Pancho's Gold Being Sought By 2 Veterans

ROMA, Tex. (U.P.) — Two World War II veterans searched for gold in this sleepy village on the banks of the Rio Grande today on the story of a 76-year-old California woman who said the Mexican ban-



1½ MILLION

Brawley Woman Bares Villa Loot

EL CENTRO — A Brawley woman, 76, has told authorities she knows where $1,500,- identification cards bearing her name and photograph and identifying her as a colo-

Pancho Villa's Gold Hunted By Texans

CORPUS CHRISTI, Tex., Aug. 6 (U.P.)—Police in Corput Christi and San Antonio today patrolled cemeteries to prevent persons from digging for buried gold after a Brawley, Calif., woman

Pancho Villa Woman Aide Tells Locations of Buried Texas Gold

Locations of about $1½ million in gold coin buried by Pancho Villa in Texas graveyards have been named to the district attorney in a "death bed" confession.

A woman nurse who claims to have been a full colonel



New Villa Treasure n Mexico Bared

By RAY BARNES

Delores Aguilera Vasquez of Brawley, who last week told Imperial county authorities that Mexican revolutionary lead-

Pancho Villa Treasure Tale Discounted

MEXICO CITY (AP) — Reports that Pancho Villa, Mexican revolutionary leader, buried a fortune in Texas have been discounted by Col. Jose Maria Juarrieta, once Villa's chief of staff.

Rep. Policies

(*Continued from page* 1)
which would not require any change in Republic policies, we considered that this would relieve Republic of the substantial burden of expense and inconvenience of protracted litigation. There was no alternative but to accept a consent decree.

"Actually, Republic has already released to television 80 per cent of its old product produced prior to 1948. Consequently, Republic is not required to release any additional pictures to television at this time or in the immediate future.

"Furthermore, the consent decree contains a 'favored nations' clause to the effect that if the court should decide the case in favor of the other defendants, the consent decree Republic has signed will thereupon be cancelled."

Yates' reassurance that there had been no change in Republic policy due to the signing of the consent decree was wired last night to Martin at Columbus, Ga., and to other key exhibitors across the nation.

Fox Intermountain

(*Continued from page* 1)
nounce the best Italian film of the year as picked by 60 critics of wire services, newspapers and magazines.

"Conquest of K-2" will open at the Aladdin on Tuesday, where it will run a week. Then for four nights the Esquire will show a different film each night, starting with "Lina—Too Bad She's Bad," and continuing with "Bread, Love and Jealousy," "Maddalena" and "Green Magic," with the latter film running a week at the Esquire.

The Bluebird will be used as a sort of history of Italian films for the past 50 years, with a different program each night.

A fashion show, at $10 a ticket (champagne included) will be held at the estate of former Senator Lawrence C. Phipps, with the stars from Italy aided by 50 other models, modeling the clothes.

At the same time an Italian art exhibit will be on display in the municipal art galleries.

Senate Unit Studies

(*Continued from page* 1)
many areas now exempt, including interstate theatre chains. Both House and Senate labor committees decided to put off the coverage question until 1956, but Sen. Douglas (D., Ill.), chairman of the labor sub-committee which considered this and other wage-hour law changes, said he hoped for hearings this Fall or early next year.

Douglas and his staff are now getting data on coverage proposals, and as soon as all the information is assembled, public hearings will be held, subcommittee officials indicated. However, they added, the present state of the investigation, along with other demands on Douglas' time, make it unlikely that the hearings will take place before sometime next year.

Rank, Davis Hit Lack of U.S. Aid

(*Continued from page* 1)
motion picture leaders lately here claiming to be advocates of the theory that America should play more British pictures."

The anaylsis showed, said Davis, that this is lip service only. "If the desire and the intention were genuine we would have no difficulty in America," he said, adding that the plan announced a year ago for Rank to buy American theatres in which to exhibit his films still awaits freer convertibility of sterling before it can be placed in operation.

Davis said the eore of the American problem does not lie with the theatre patrons but rather in the determined resistanee of the men who run the theatres there.

He made a cryptic, *sotto voce* aside to the effect that there are other ways of convincing Americans that British pictures are profit makers, but refused stalwartly subsequently to enlarge thereon.

Rank's statement to shareholders makes the claim that without the help of the circuits here and the Quota Act many independent British producers would be out of business today. He added, "This position is emphasized more week by week owing to the changing pattern of exhibition in this country whereby more theaters are coming into association with non-British interests and are relying upon these interests for their product."

Asked at the press conference what this meant, Davis replied eurtly: "The Fox CinemaScope circuit." He declined to enlarge thereon exeept to say, "This obviously is redueing the earning eapaeity of British films."

Rank's statement comments on the encouragement afforded him by the increasing appreciation of British exhibitors, both large and small, that the Eady Plan can bring them future prosperity and security.

"It is my considered opinion," he said, "that the proceeds from the fund should primarily be applied to native British producers, where the proceeds from the distribution of their films overseas accrue to this country."

To observers here that appeared to be a direct attack on American producers operating here and participating in the benefits not only of the Eady Plan but also of the Quota Act.

Pressed further on this subject, Davis contented himself with the comment, "I draw a sharp distinction between films bearing a British label whose profits go elsewhere, and those whose profits help Britain and her struggling economy."

That sentiment, it seemed evident to listeners, betokens heavy pressure being placed on the government to revise its Quota and Eady regulations.

The Rank Organization financial report for the past fiscal year showed that revenue from exhibition overseas dropped to £72,915 ($204,160) from £418,787 in the preceding year, whereas exhibition in the British Isles produced £3,498,452 last year against £3,196,232 the previous year.

Of the surprising drop in his overseas distribution Rank's statement says: "We have maintained our position in Canada and are securing a greater number of contracts per film than ever before. This increase the number of contracts to so extent offsets the overall fall in re enue which, happening at this tin is due to conditions affecting the fi industry as a whole."

Regarding America, Rank's sta ment says: "It is with regret that report that in our opinion we s are not receiving a fair return fr this market, but its problem is co stantly before us and is constan under review."

Optimistic on South Ameriea

Regarding South America, Ran statement said: "We propose to cre our own distribution organizati there and to create our own offic in the principal cities. We belie this will lead, with aggressive ma agement, to a substantial increase our income from these territories."

Questioned concerning televisi and, particularly, on Associated Br ish Pictures Corp. engaging in T activities, both Rank and Davis c clared, "We have complete confiden in our theatre screens no matter wh TV has to offer." But against th it is important to appreciate that t Rank Organization has an immer interest in television's future, not or in the manufacture of equipment b also in servicing TV with advertisi and other programs.

Organization Had Record Profit

Details of the overall healthy fina cial report of the Rank Organizati were published in MOTION PICTU DAILY on Aug. 31. They showed record profit for the Group af taxes of £2,953,173, against £ 264,655 the preceding year.

Detroit Now

(*Continued from page* 1)
under division manager Bryan D. (Buck) Stoner.

The central division now comprises the branch territories of Chicago, Minneapolis, Milwaukee, Indianapolis and Detroit. Thomas Duane continues as resident branch manager in Detroit.

Report Staff Changes At Screen Gems

Burt Hanft has been appointed director of business affairs of Screen Gems, Inc., television subsidiary of Columbia Pictures, Ralph M. Cohn, vice president and general manager, said in announcing staff additions and transfers.

Dan Glass has been named business manager of Screen Gems. He will report to Hanft who previously held this position. James Dodd, formerly with Columbia Pictures International Corp., has been named to the newly created post of coordinator of international sales.

Robert Cooper has joined the merchandising department. He will report to Henry S. White, director of advertising. Wally Waldstein, formerly administrative assistant to the business manager, has been named sales service manager.

Essaness Trial

(*Continued from page* 1)
today and an adjournment was taken until late afternoon.

Samuel W. Black, attorney for Paramount and Balaban & Katz contended that a number of items in the complaint do not state a cause for action under the anti-trust laws and therefore no testimony should be admitted concerning them. He applied this argument to the landlord claims relating to the Woods and Sheridan theatres and to the plaintiff's failure to go into business in connection with the Oriental and Esquire theatres.

By agreement the court recessed the trial to a pre-trial conference to convene tomorrow morning and to work straight through with the aid of the court when necessary, to square away all questions of what documents will be admitted in evidence at the trial. This is to save the time of the jury by attempting to obtain admissions and stipulations as to the genuineness of thousands of documents.

Dual First Run

PITTSBURGH, Sept. 14.—Columbia Pictures is sending "The Night Holds Terror" and "Bring Your Smile Along" as a dual-bill, first-run into 30 local theatres on Sunday.

TV Subsidiary

(*Continued from page* 1)
loan capital of £500,000, represe ing an ABPC investment of £1,00 000. The ultimate participation newspaper interests associated wi the company in the venture will not more than 10 per cent, he said.

Howard Thomas, executive pr ducer of Associated British-Pathe, w appointed managing director of t new company.

Sir Philip said he believes the T and film industries can work togeth He said ABPC's current investment the film industry exceeds £20,00 000. It has no intention of putting feature films on television.

ABPT to Redeem

(*Continued from page* 1)
will be selected by lot at the close business on Sept. 20, when the boo will be closed to further transfer shares so selected.

The board of directors also d clared dividends of 25 cents per sha on the outstanding preferred and cents per share on the outstandi common stock of the corporatio payable Oct. 20 to holders of reco on Sept. 23, excluding the preferr shares to be redeemed.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 54 NEW YORK, U.S.A., FRIDAY, SEPTEMBER 16, 1955 TEN CENTS

EDITORIAL

Second Anniversary of CinemaScope

By Sherwin Kane

CINEMASCOPE enters its third year today with a truly remarkable record of achievement for brief a time.

When "The Robe," the first CinemaScope production, opened at the Roxy Theatre, New York, two years the amazing acceptance of the Century-Fox innovation could easily have been guessed.

Its swift stimulation of the public interest in things cinematic, already awakened by Cinerama, established a new economic foundation for the industry. And it sorely needed one at the time. As rapidly as CinemaScope equipment could be installed in theatres, box offices, as well as screens, took on a new look.

•

CinemaScope's second birthday finds more than 25,000 theatres around the world equipped to exhibit films made in the process and more, according to latest estimates, constitute about half of Hollywood's current major production schedules.

In two years CinemaScope has firmly established itself in production and exhibition.

The credit therefor belongs to many. But certainly the responsible heads of 20th Century-Fox are entitled to the lion's share for their unshaken confidence in the process; for their great courage in investing millions in it, especially at a time when they were being subjected to challenge and diversion by dissident stockholders within their company, and for the expertness and thoroughness of their achievement in making CinemaScope to the industry and the public.

It was a tremendous job, done brilliantly.

•

The industry here at home may well give a thought to Spyros Skouras, no doubt still busy selling CinemaScope in whatever remote corner of the globe in which he may be at this moment—a thought filled with admiration and congratulation

(*Continued on page 6*)

Say Good U.K. Films are Welcomed

Exceptions Taken Here to Rank's Criticism of United States Market

Exhibition and distribution officials, in some quarters, yesterday took exception to J. Arthur Rank's statement that British pictures are unable to make headway in the American market.

Emanuel Frisch, president of Metropolitan Motion Picture Theatre Association, declared here yesterday that "all good British motion pictures have had and will get excellent playing time in the City of New York."

The Eastern exhibition leader commented that he was not familiar with the national exhibition attitude towards British product, but he felt that metropolitan areas of the U. S. afforded such product as "Genevieve," "Captain's Paradise," and oth-

(*Continued on page 4*)

MMPTA to Discuss 16mm. Suit at Meet Here on Sept. 22

The government's 16mm. anti-trust suit against some major film companies and certain exhibitor organizations, which are listed as co-conspirators, will be thoroughly discussed at a regular meeting of Metropolitan Motion Picture Theatre Association on Sept. 22, according to president Emanuel Frisch.



Emanuel Frisch

The MMPTA leader reported yesterday that thus far his association has not been officially noti-

(*Continued on page 4*)

$500,000 Ad Budget Set for 'Brunettes'

United Artists has allocated a promotion budget of $500,000 to give all-media backing to each key opening of "Gentlemen Marry Brunettes," CinemaScope Technicolor musical starring Jane Russell and Jeanne Crain, it was announced by vice-president Max E. Youngstein.

The "Brunettes" campaign will fol-

(*Continued on page 2*)

First in Entertainment Field

'Charge It' Plan Adopted By All Cinerama Theatres

Special to THE DAILY

PITTSBURGH, Sept. 15.—The first international "charge it" plan in the entertainment field was established here today when Trip-Charge, international charge card system and the Stanley-Warner Corp. announced a charge plan for all Cinerama theatres.

Under this plan, any person holding a major gasoline or air travel charge card, American Hotel Credit Corp.'s Travelcard Chekard or Trip-Charge card, can go to any Cinerama theatre, and say "Charge It."

According to a spokesman for Trip-Charge, this is the first charge system of such broad scope to be introduced into the theatre ticket field. In setting up this deal, exclusive with Cinerama, Trip-Charge will assume billings for a potential 25-million Cinerama ticket buyers. These card holders will now be able to charge their Cinerama

(*Continued on page 7*)

לשנה טובה תכתבו

1955 5716

Pinanski Says

EFFG Must Have Divorced Chains in Fold

Sets First Stockholders Meeting for Oct. 4

By LESTER DINOFF

Unless divorced circuits are allowed to participate in Exhibitors Film Financial Group, Inc., by the Department of Justice, the Theatre Owners of America sponsored investment group would "have no potency," Sam Pinanski, the EFFG president, declared here yesterday.



E. D. Martin

Pinanski, meeting with Walter Reade, Jr., chairman of the board of TOA, and E. D. Martin, TOA president, both of whom also are

(*Continued on page 4*)

NT Convention Ends On 'Optimistic' Note; See 'Bright Future'

Special to THE DAILY

COLORADO SPRINGS, Colo., Sept. 15.—Predicting a "bright future" for National Theatres with its contemplated expansion program and new Cinemiracle process, president Elmer C. Rhoden closed the circuit's annual divisional conference on a high note of optimism.

Highly enthusiastic with the results of the convention, Rhoden said he

(*Continued on page 4*)

Compo Selects Award Design for Poll

A sketch submitted by Oscar Krauss and Emil Weiss has been adopted as the design for the trophy to be given the winners of the Audience Awards election Nov. 17-27.

COMPO's art directors advisory

(*Continued on page 7*)

PERSONAL MENTION

NATE J. BLUMBERG, Universal board chairman, will begin a six weeks cruise to the Orient on the "President Cleveland" tomorrow.

•

W. S. TOWER, JR., manager of Westrex Co., Ltd., London; B. S. RUNDLE, manager of Westrex Co., Ltd., New Zealand, and F. DE RENZIS, manager of Westrex Co., Italy, have arrived in New York from their respective headquarters for company conferences.

•

THOMAS F. O'CONNOR of RKO Theatres, confined to St. Clare's Hospital, Manhattan, for the past four weeks, is making good progress toward recovery but will be unable to go home for several weeks more.

•

EMERY AUSTIN, M-G-M exploitation head, and TED GALANTER, of his department, have returned to New York from New Haven.

•

FOSTER M. BLAKE, Universal Pictures Western sales manager, will leave here on Monday on a Western trip.

•

NAT LEVY, RKO Radio Eastern-Southern division manager, will return to New York today from Boston.

•

SAM PINANSKI, president of American Theatres Corp., returned to Boston last night from New York.

•

SILVANA PAMPANINI will arrive in New York today from Rome via Italian Airlines.

•

JAMES RICKETTS, Paramount branch manager in Denver, has arrived in New York from there.

Academy Rules Unit To Review on Oct. 13

HOLLYWOOD, Sept. 15. — All branches of the Academy Motion Picture Arts and Sciences have been instructed by the board of governors to have their 28th annual awards rules ready for review on Oct. 13, according to president George Seaton.

The entire board will serve as an awards rules committee.

Acquires 'War in Air'

The film division of General Teleradio, Inc., has acquired exclusive distribution rights in the U.S.A. for the British Broadcasting Corp.'s documentary series, "War in the Air," it was announced by General Teleradio, Inc. and the BBC. "War in the Air" is a series of 15 half-hour films telling the story of military air power and its impact during the last 20 years.

Adv. Budget

(*Continued from page* 1)

low the pattern of specialized local activity that helped boost UA's "Not As A Stranger" into the multi-million-dollar gross bracket within a month after release, he pointed out.



Max Youngstein

A roving team of advertising, publicity and exploitation specialists has been assigned to supervise personally the program which will be implemented by what is said to be the largest exploitation force ever assembled by UA.

An estimated 21,000,000 shoppers, readers and radio-TV listeners are expected to be reached in just the phase of the "Gentlemen Marry Brunettes" promotion, covering key dates through mid-October. Additional support will come from the national co-op campaign, which is spearheaded by a $370,000 slate of ads.

The detailed local program was jointly blue-printed by United Artists, circuit heads and promotional representatives of record companies, music publishers and manufacturers.

Memphis Moved to Para. SE Division

Hugh Owen, vice-president of Paramount Film Distributing Corp., announced in New York yesterday that the Memphis branch, which has been in the Southwestern division, will be incorporated instead into the Southeastern division under the supervision of Gordon Bradley. Howard A. Nicholson is Memphis branch manager.

The change, which will be effective on Sept. 26, will complete a series of realignments by Owen among the sales territories in his jurisdiction.

Mrs. George Skouras To Receive Award

Mrs. George P. Skouras, chairman of the benefit committee for the Boys Town of Italy premiere of 20th Century-Fox's "The Left Hand of God," at the Roxy Theatre here next Wednesday, will fly to Denver over the weekend to accept a Golden Aspen Leaf Award honoring her as an outstanding contributor to understanding between the people of Italy and the U.S.

The award will be made on Monday evening at the Denver Theatre by Colorado's governor and will be one of the highlights of the weeklong Festival of Italy in Denver.

MGM TV Program Bows on ABC-TV

Metro-Goldwyn-Mayer's initial television venture, "The M-G-M Parade," which had its debut over the American Broadcasting Co. on Wednesday evening, was termed by the New York newspapers as a commercial advertising outlet for the studios theatrical releases.

Jack O'Brian, in the "Journal American," said that the half-hour program "was larded with far too many commercials and plugs for the movie studio, but it had three fine entertaining snippets of old M-G-M movies, all good enough to highlight the biggest variety shows anywhere: Judy Garland singing, Fred Astaire and George Murphy dancing, and Cyd Charisse in a dancing scene from her latest movie."

'Trib' Expected Better

The New York "Herald Tribune" reviewed the program, saying "that if you like nostalgia, the show may have been your cup of tea. As TV fare, however, it didn't measure up to the kind of offering that should be expected from a movie company that stands at the apex of the entertainment industry."

The "Times" said, that while "Warner Brothers Presents," the TV show of the film company which debuted earlier this week, was part fiction, the "M-G-M Parade" plugged its own films for its entire presentation and that Murphy, an "experienced Hollywood lobbyist," was emcee. The program, the paper said, "was not likely to improve the state of the cinema. It was not good television, either."

'Post' Saw Only 'Souvenirs'

The New York "Post" declared that "ABC-TV is carrying this thing as entertainment." All the show presented was "souvenirs, Murphy showing us the M-G-M lot, Murphy and Dore Schary agreeing that you ought to go out to the movies, Murphy and a lady performer plugging her latest picture, plus a clip from the same."

Attorneys Eye Paper In Essaness Case

CHICAGO, Sept. 15.—As the pretrial session on the Essaness suit continued today, attorneys compared more than 100 documents to determine whether they could agree on their authenticity, with Judge William Campbell making himself available to resolve any disputes.

A similar procedure will be followed here tomorrow, but the Judge did not indicate today whether he may have his ruling on major disputes by late tomorrow or at least by Monday.

Contrary to preliminary comment that a jury would be first on the agenda, such a selection will not take place till Monday.

2 Loans Obtained

Bank Plan o GT-RKO Dea Is Explaine

General Teleradio's $25,000 cash buy of RKO Radio Pict will be repaid to the Chase Man tan Bank, which holds two sepa notes in that amount, at the s annual rate of $1,000,000 and $7 000 beginning Feb. 1, 1956, acc ing to a proxy statement sent ou General Tire & Rubber Corp. st holders.

In order to purchase the entire sue and outstanding capital stock six corporations engaged primaril the production and distribution motion pictures under the trade n "RKO," GT arranged for two loa one totalling $10,000,000 at 3¾ cent, unsecured, and the other $ 000,000 at 3½ per cent (reducibl 3¼ per cent), secured by a lic pact with General Tire & Rubbe

Subject to Stipulations

Both notes are subject to vo tary prepayments and to ce mandatory prepayments and GT agreed, among other things, tha will pay no dividends until both n are paid in full.

1955 Admission Ta Yield, $106,086,000

WASHINGTON, Sept. 15. — eral admission tax collections du the 1955 fiscal year, which ende June 30, totaled $106,086,000, Internal Revenue Service reporte

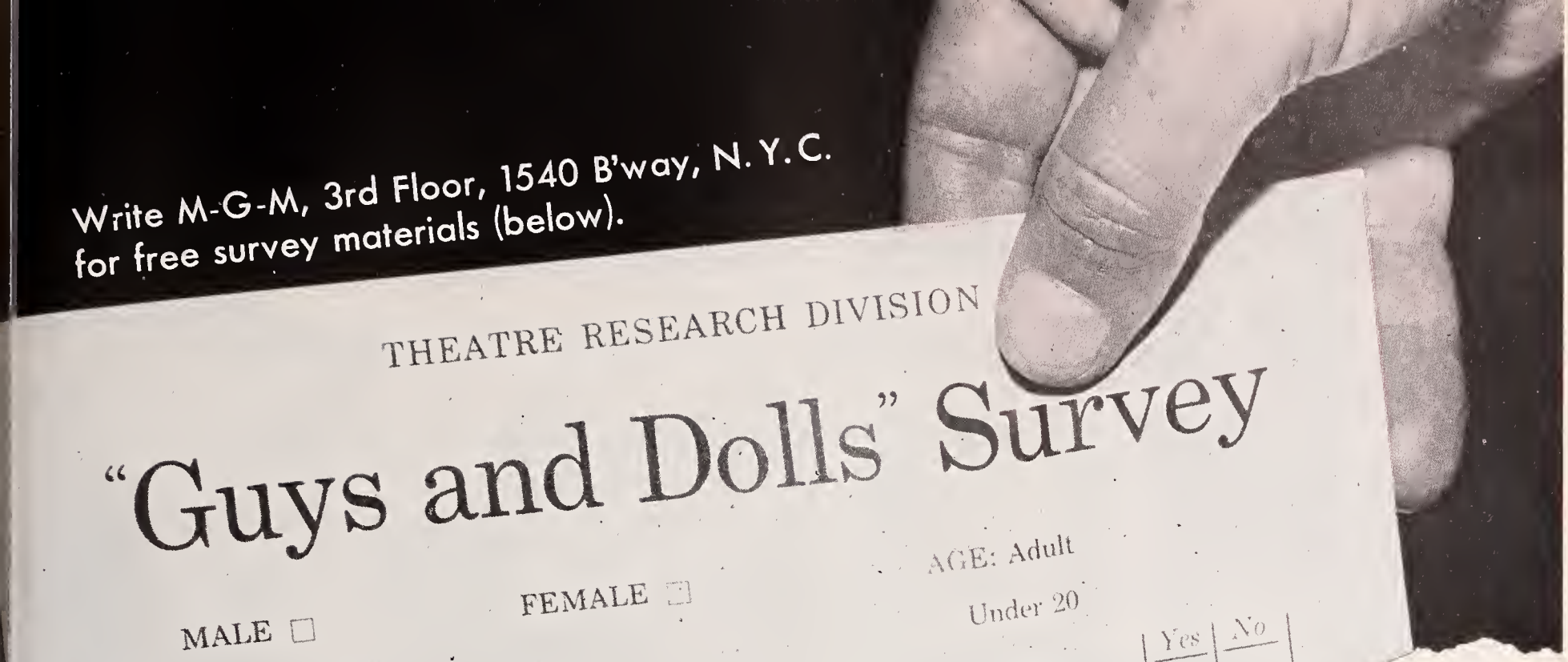
The total was $271,952,000 in 1954 fiscal year. The figures for two fiscal years are not compar because of the excise tax reduc that went into effect in April, 1 and because of a change in e tax collection methods that went effect in July, 1954.

General admission tax collect include taxes on admissions to t tres, concerts, sports events and o entertainments. They do not inc the collections on roof garden cabaret bills.

NEW YORK THEATR

RADIO CITY MUSIC HALL
Rockefeller Center
"It's Always Fair Weathe
in CinemaScope and Color starring
Gene KELLY • Dan DAILEY
Cyd CHARISSE • Dolores GRA
Michael KIDD
AN M-G-M PICTURE
and SPECTACULAR STAGE PRESENTATI

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. F Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7- Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. M Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone C 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond I Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a ye a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as sec class matter Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies,



DO IT YOURSELF!

How many people in your town already know about Samuel Goldwyn's "Guys and Dolls"? You'll be as surprised locally as we were at the results of the nationwide poll. There's a ready-made audience, and remember the poll was taken when there was advance publicity only. See for yourself. Take a poll. Get the survey blanks from M-G-M. Imagine the penetration when the full power of M-G-M's giant campaign, newspapers, magazines, radio, TV blasts the nation. Not since "Gone With The Wind" has there been such advance "want-to-see"!

etroit News

Public Poll Tried to Size Up Movies

By HAROLD HEFFERNAN
Of Our Hollywood Bureau

HOLLYWOOD, Aug. 18.—Sights and sounds: Warning! Don't be too shocked if you're ... the street minding your own b... on the sh...

artford Times

Hollywood Feels Hartford's Pulse for 'Guys and Dolls'

By ALLEN M. WIDEM
Times Theater Editor

ochester Democrat & Chronicle

'Guys and Dolls' and Little Dolls

By JEAN WALRATH

HOW many movie patrons are eager to hear Marlon

BOVE: The survey is getting ationwide publicity. A few eadlines from syndicated rticles are shown above.

NT Conclave

(*Continued from page* 1)
believed "every man here has greatly benefited in many ways from the business sessions."

Rhoden also declared that the advertising research program would be continued, that he was proud of the company's outstanding manpower and delighted to know of new steps taken for the careful spending of money.

The NT president asserted he would do everything possible to encourage preparation of ad campaigns in New York and Hollywood far ahead of new pictures.

Ricketson Heard

Other speakers at the closing sessions included Frank H. Ricketson, Jr., Fox Intermountain president and convention host; Senn Lawler, Fox Midwest general manager; Stan Brown, ad research director, and guest speaker Albert Sindlinger, research expert.

Meantime, Ricketson, vice-president of NT's Eastern theatres, officially announced transfer of William Moclair from the Roxy theatre, New York, to the Fox Theatre in Philadelphia.

Moclair's position will be filled by Robert A. Rothafel, Fox West Coast Theatres District manager in Oakland. Going to Detroit is Robert Bothwell, Denver theatre manager, who succeeds Dave Idzal, retired.

Klee Succeeds Rothafel

Edwin F. Zabel, NT's vice-president for the Pacific Coast, said Rothafel will be succeeded in Oakland by John Klee of Los Angeles. Also going to Oakland as city manager is Harold Seidenberg, Philadelphia. Dick Smith, Phoenix district manager, put in a strong bid to hold next year's conference in Arizona but no decision was made at this time.

Exceptions Taken

(*Continued from page* 1)
ers of similar caliber considerable playing time.

A top distribution official here said that much of the British product exhibited in this country is suitable only in small theatres for specialized audiences. He pointed out that on a national scale, the public is not favorable towards Britain's product, mainly because of difficulty in understanding the dialects and because of unknown players in the casts. Other executives expressed similar views.

Multiple Openings For 'Bengazi'

Panamint Pictures' "Bengazi," first black and white film in Superscope, for RKO release, will have its first playdates in the form of multiple runs in the Los Angeles territory starting Sept. 21, it was announced by Walter Branson, RKO Radio's world-wide sales manager.

The series of engagements includes five standard theatres and four drive-ins.

'Unchanged Since Pearl White'

Amusement Ads in Newspapers Criticized at NT Convention

Special to THE DAILY

COLORADO SPRINGS, Sept. 15.—A downtown Denver department store executive speaking to delegates at the National Theatres conference here criticized newspaper amusements sections, asserting that "the average amusement page of the average newspaper from New York to Los Angeles has not changed since the days of Pearl White and Theda Bara."

Joseph Ross, president of Daniels Fisher Co. store, asserted that all newspaper and magazine techniques of art, type face, layout, copy which have been developed by the professional advertising world in the past 25 years have been completely passed by theatre ad men.

He added: "While I'd turn to the amusement page to see in what theatres a particular picture was playing, the amusement page does not persuade me to go to the theatre, when I do not already have it in my mind to go. I find the amusement page depressing. It touts its wares in the shrill manner of the Coney Island pitchman, and the American people have developed beyond that point.

Wants Ads Less Crowded

"In your advertising of the future, you will have to woo them more subtly and with a technique that is gayer, less crowded, less black than you are now using. Your biggest competition is not another theatre but other resources in human living which have captured the attention of the public. You need a new approach to newspaper movie advertising as we needed new advertising approach to our business. You should make your advertising as unexpected and as unlike what it has been, as you possibly can, and you should persuade not with the time-worn tool of shrill superlatives but with modern psychological methods based upon modern selling techniques.

"The American people have advanced beyond the appeal of Phineas Taylor Barnum, but though you have recognized this fact in your motion picture product, you have not recognized it in the means with which you attempt to sell that product to the public."

MMPTA

(*Continued from page* 1)
fied by the government that "we are co-conspirators" in the action. "The only way which we know that MMPTA is involved is through the trade press," he said.

The Justice Department filed a motion in Los Angeles District Court last Jan. 21 amending the anti-trust complaint so that Council of Motion Picture Organizations, Allied States Association, MMPTA and Independent Theatre Owners Association, Southern California Theatre Owners Association, and Pacific Coast Conference of Independent Theatre Owners could be named as co-conspirators. The original suit in July, 1952, charged 12 producers and distributors with a conspiracy to prevent 16mm. feature films from being shown on television or at places competing with commercial theatres. The Theatre Owners of America was named as a co-conspirator at that time.

Made Official on Feb. 4

On Feb. 7, Federal Judge Harry C. Westover granted the government's motion to make MMPTA and others as co-conspirators.

Frisch said that a statement from MMPTA would be forthcoming following the exhibitor organization's meeting here on Sept. 22.

Theatre Has Three Fires in Five Days

EPHRATA, Pa., Sept. 15.—$100,000 damages was caused to the Roxy Theatre here by three fires in five days. Because of the nature of the fires, Ephrata Fire Chief Arthur Mellinger has requested an investigation by State police.

Theatre of the Future: Runways, Beauty Salons, Chair-arm Lunch Facilities, Etc.

Special to THE DAILY

COLORADO SPRINGS, Sept. 15.—A new concept of motion picture theatre design was visualized here today by Joseph Ross, Denver department store executive, in his address before the National Theatres convention. Some day, he said, somebody is going to build a theatre of such a radical design that it will pull people back to the picture-going habit. He said:

"It will have revolutionary, new seating arrangements, borrowed from the basic principle of the drive-in theatre, in which the actuality, the identity of the individual social group will be preserved. It will have a wholly new concept of interior decor. It may even have a beauty salon in it so that a lady can watch the movies while she gets a permanent wave. It may have runways, jutting out into the audience where local stores can put on fashion shows. It may have built-in facilities in each seat which will permit the theatre to serve lunch to its audience, at the same time it has a special lunch hour performance for working people, stream-lined down to an hour's time."

EFFG Needs

(*Continued from page* 1)
officers of EFFG, stated that the f annual stockholders meeting of organization would be held on C 4, prior to the TOA convention Los Angeles.

"During this past summer, EF progress has been slow due to ma acts of God, especially in the N England area," Pinanski said, in re to a question as to whether EF "is dead or alive." "We are not goi to hold a wake in Los Angeles; EF is still very much alive and exhi tion still has a vast need for such group," Pinanski said.

At present no divorced circuits participating in EFFG, the for TOA official reported. Recently, expressed hope that the Departm of Justice would recognize the n for an organization such as EF to flourish and modify its position divorced circuits participating EFFG.

Under Federal Consideration

All comments concerning the g ernment attitude on EFFG w made by Martin, who said that T had conferred with the Justice partment on divorced circuit part pation in EFFG. The government taken the matter "under advisa ity" and from "tentative thinki is not opposed to it," the TOA pr dent said.

In late Spring, TOA sought cl ance from the Justice Department investments in EFFG by the divor theatre circuits, but the governme agency declined to give a spe "yes" or "no." The government torneys reportedly wanted full g antees that the circuits, regardless their buying power, would enjoy "privileges" with any product fin ced by EFFG. Should these con tions be spelled out, it was said th the Justice Department might t be prevailed upon to issue an opin on the legality of divorced cir investment in production.

Will Inform Stockholders

Pinanski reported also that not of the EFFG stockholders meet will shortly be sent out. Also atte ing the directors meeting at T headquarters here were Geo Gaughan, TOA field representati and Joseph G. Alterman.

Cathay Reopens Its Malay House, Has 4

SINGAPORE, Sept. 15. — T Cathay Organization's Odeon Thea at Kuala Lumpur, largest and m modern in Malaya, was reope after a seven months shutdown renovating. The reopening ceremo was attended by Malaya's high co missioner, Chief Minister Abdulr man, and other ministers of the ne elected government.

It is the 40th first run theatre in t Cathay Organization, against t which it operated eight years a The picture selected for the reope ing was J. Arthur Rank's "Doctor Sea."

For exhibitors who have time to read—and make money (Reading Time: 1 min; 25 sec.)

REVIEW:

MY SISTER EILEEN

Columbia—CinemaScope

ONE OF THE MOST sensational entertainment vehicles to light the motion picture screen in many a year is this CinemaScope and color by Technicolor version of producer Max Gordon's 1940 hit Broadway play and 1942 screen comedy. Dressed up with new songs by Leo Robin and Jule Styne and fitted out with sizzling, fast-moving choreography by Robert Fosse, Columbia Pictures' remake of "My Sister Eileen" is a swift and sure laugh-riot from start to finish, except when it pauses for several tuneful songs and fast dance numbers which are pleasantly spaced. From the standpoint of smooth direction, snappy dialogue, adult situations and cast performances, this is top box-office everywhere.

Ruth McKenney's original story about "My Sister Eileen" has been wrapped in new mountings by producer Fred Kohlmar, script writer Blake Edwards and director Richard Quine. The latter was thoroughly familiar with the story of two Ohio girls who come to New York and live in a Greenwich Village apartment while seeking gainful employment, because he had a role in both the long-running Main Stem legitimate show and the initial screen version.

Glamorous costumes, settings and a cast topped by Janet Leigh, Jack Lemmon and Betty Garrett in furiously funny sequences add up to a wonderful motion picture, a solid box-office comedy.

Miss Garrett, whose adeptness with fast, sophisticated dialogue has long been missing from the screen, is a solid comedienne who walks off with the acting plaudits. Miss Leigh, who is Eileen, turns in a very smooth singing, acting and dancing job portraying a girl who draws men to her because of her "looks." The whole cast is top-notch. Lemmon portrays the fast-talking, woman-chasing, magazine editor who finally discovers Miss Garrett and makes off with what he thought to be an unromantic heart. Kurt Kasznar does a superb job as the crafty landlord whose main interest is his paintings, on canvas, not his apartments. Fosse is the shy soda jerk who is smitten with Eileen, and shows his versatility by acting, singing and dancing, (one production number is especially entertaining when he is competing with dancer Tommy Rall, a fast-talking newspaperman, for Eileen's favors. Richard York will draw many laughs as the football player who cooks and washes while his girl friend works, and there are many others of note, Lucy Marlowe, Horace McMahon, Hal March, Henry Slate and Barbara Brown.

Miss Garrett is seeking a writing job while Miss Leigh wants to go on the stage. With little money between them, they rent a basement apartment in the Village and, in course, it draws strange visitors. Inebriates look in, dogs run after cats through it, the Brazilian Navy stages a Conga festival in it, and explosions from a subway under construction rock the floor with regularity. Like the 1942 screen comedy which starred Rosalind Russell and Janet Blair, this CinemaScope picture is a "hit."

Running time, 108 minutes. Adult classification. For release in October.

LESTER DINOFF

"ONE OF THE MOST SENSATIONAL ENTERTAINMENT VEHICLES TO LIGHT THE MOTION PICTURE SCREEN IN MANY A YEAR!..."

MOTION PICTURE DAILY



Everybody's dating Columbia's new sweetheart

MY SISTER EILEEN

CinemaScope Two Years Old Today; Looks to Bigger (55mm.) Future

CinemaScope enters its third year today. Its acceptance by the public and the trade in the brief span of 24 months attests to its universal appeal, an appeal which has been treated by a modern and excitingly new method of presenting quality entertainment.

Beginning in 1953 with anamorphic lenses made some 20 years ago by the French optical professor Henri Chretien, great strides have been made in improving the process and its important adjunct, stereophonic sound.

Shown by Skouras Last June

In June 1954, 20th Century-Fox president Spyros P. Skouras called a special press conference at New York's Plaza Hotel at which new designs in camera "taking" lenses were introduced. The lenses, developed by Bausch and Lomb, served to bring greater clarity and depth of focus to the CinemaScope screen.

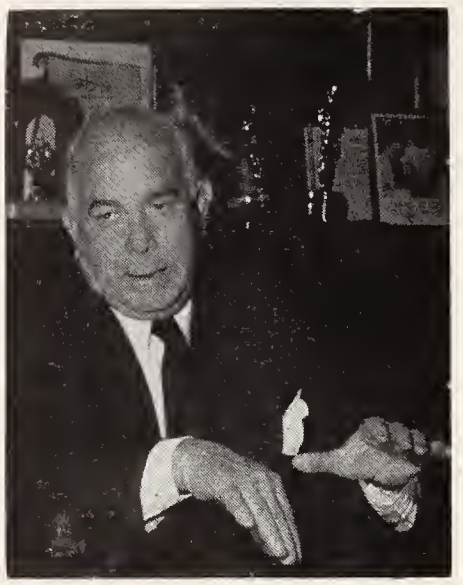
Early in the history of CinemaScope, a technique by which it was possible to place four magnetic sound tracks on a single strip of 35mm. film was introduced by 20th Century-Fox. The effort has been to bring to audiences the optimum in entertainment through the theatre. As CinemaScope begins its third year, important new developments in its world-wide presentation have been launched by the company.

Revealed to SMPTE

Last April, in an address before the annual convention of the Society of Motion Picture and Television Engineers in Chicago, Earl I. Sponable, 20th Century-Fox's research director, disclosed a 55mm. version of CinemaScope. Some four months later, the first 55mm. production, "Carousel," was in work with a cast which was headed by Gordon MacRae and Shirley Jones.

Adaptation of Rodgers & Hammerstein's Broadway stage success is expected to open new vistas in motion picture presentation in a like manner as "The Robe" and CinemaScope a scant 24 months ago.

Darryl F. Zanuck, 20th-Fox production head, after viewing first rushes of the 55mm. "Carousel" last month, termed the process "as revolutionary in definition and audience participation values as the original CinemaScope." He further gave immediate approval for the acquisition



SPYROS P. SKOURAS charted the CinemaScope course; still pushing it even unto remote corners of the globe.

of 25 additional 55mm. cameras and ordered the construction of a new, 400-seat theatre projection room at the studio to accommodate the giant screen.

Zanuck also said the second production in 55mm. would be Rodgers & Hammerstein's "The King and I" and that a third production utilizing the new technique would be announced shortly.

Heavy Promotional Plans

The masterful selling and advertising-publicity campaigns that contributed so much to the success of CinemaScope in the past two years will be matched or surpassed by the campaigns for the 55mm. CinemaScope productions in preparation under the direction of Al Lichtman, head of distribution, and Charles Einfeld, vice-president in charge of advertising-publicity, the company is confident.

Highlights of Second Year of CinemaScope

1954

SEPT. 16—The first anniversary of the opening of "The Robe" and the introduction of CinemaScope. In one year, 7,643 theatres in the United States and Canada were equipped and showing pictures in the new medium; while overseas the total for the first 12-months was 815.

NOV. 30—Production head Darryl F. Zanuck returns from a European trip citing greater attendance and earnings in 400 CinemaScope equipped French situations than in 2,000 outlets previously.

DEC. 24—Spyros P. Skouras returns from Europe to report that "Oasis," a French and German coproduction, would be the first European production filmed in CinemaScope.

1955

MARCH 24—Success of CinemaScope illustrated in company's annual report showing net earnings in 1954 almost double 1953.

MARCH 30—Academy Award for best color photography to "Three Coins In The Fountain."

APRIL 21—A new process for photographing CinemaScope pictures in 55mm. to increase audience participation and picture definition was revealed by Earl I. Sponable, 20th Century-Fox research director.

MAY 25—Continuing as world-wide ambassador for CinemaScope, president Spyros P. Skouras left for Mexico for meetings with exhibitors and local producers there.

JULY 7—Announcement was made of a deal for the acquisition of the Schlesinger South African theatre interests, conclusion of which would open 147 theatres there to CinemaScope.

SEPT. 16—Number of theatres equipped for CinemaScope in the United States and Canada totals 15,487. Overseas, the total is 9,662. World-wide, 25,149.



DARRYL F. ZANUCK produced the pictures; now guiding the first 55mm. CinemaScope films in production.



AL LICHTMAN guided selling, not only of CinemaScope but of stereophonic sound and quality equipment.



CHARLES EINFELD devised the promotion, giving CinemaScope top advertising-publicity support.

Editorial

(*Continued from page* 1)

on his leadership in getting the done.

Even now, 20th-Fox prepares introduce its new 55mm. version CinemaScope.

Difficult as it may be to belie it is just possible that the next t years in the life of CinemaSc may rival the first two in exci ment and rewards, not alone 20th-Fox but as much so for all industry—the beneficiary of pul interest in the screen and shadows.

'Split' Screen for 'Naked and Dead'

Plans for a unique screen presen tion of "The Naked and the Dea utilizing separate portions of screen and sub-titles, were outli here recently by Paul Gregory, p ducer.

Gregory explained that he and associates are thinking in terms "splitting" the screen image in th portions for certain sequences. T producer, who is associated w William Goldman, of Philadelpl under the banner of Gregory-Gc man, said the contemplated presen tion was worked out by cameran Stanley Cortez and his colleagues eooperation with the Amercian O eal Co.

The script, he went on, is finisl and shooting is expected to start December. Charles Laughton, w will direct the film, acted as edi for the script, which was written Terry and Dennis Saunders, with book's author, Norman Mailer, cal in to work on the dialogue, he sa Gregory said he had no Product Code problems with the script, c tending that the Code situation v a "matter of refining the languag of the book. The process, he add has made the picture "more distil tive" than the book in retelling t lives of the characters.

3 Offices Lead UA Youngstein Drive

United Artists' Chicago, Buff and Omaha branches have captur the three first-place prizes in the fi lap of the Max E. Youngstein "Co Off" drive, it was announced by W liam J. Heineman, vice president charge of distribution and B. Kranze, general sales manager, w are serving as co-captains of the sal effort.

The Chicago exchange is manag by Harry Goldman; Stanley Kosits heads the Buffalo branch and Dav V. McLucas leads the Omaha e change.

The 25-week Youngstein driv which will end on December 31, w award a total of $50,000 in pri money to the winning branches, d tricts and divisions. The 32 e changes are competing in thr groups of equal grossing potential.

PEOPLE

Ralph Budd, personnel director of Warner Brothers here, who has been touring before civic, commercial and women's clubs since July on the subject, "What is a Motion Picture?", has been booked to address more than 30 organizations between now and the end of the year. He spoke yesterday to the West Hempstead, L. I., Lions Club and will make two speeches on Staten Island next Thursday.

¤

Tommy Northrup, assistant manager of the Alabama Theatre in Houston, has been named assistant to **Conrad Brady**, Interstate Theatres' publicist, succeeding **George Young. Al Safford**, recently returned from army duty, has replaced Northrup as assistant to manager **George Pattillo** of the Alabama.

¤

C. Claire Woods, formerly with Durwood Theatres in St. Joseph, Mo., has joined the United circuit in New Orleans as director of theatres. Before joining Durwood, Woods was with Paramount Theatres in Salt Lake City for 27 years. United operates 19 theatres in the New Orleans metropolitan area.

¤

Milton Doriety, former manager of the Georgianna Theatre, Georgianna, Ala., has been named manager of the Joy Drive-in, Milton, Fla.

¤

S. E. McDaniel is the new owner of the Jackson Drive-in, Graceville, Fla., having purchased it from C. S. King.

Col. Executives Off For Studio Parleys

Top executives from Columbia Pictures' home office will leave New York by air Sunday night for a series of meetings at the Hollywood studio with Harry Cohn, president and head of production. Making the trip are Jack Cohn, executive vice president; William Montague, vice president and general sales manager; Paul N. Lazarus, Jr., vice president in charge of advertising and publicity; and Lacy Kastner, president of Columbia International. At the studio they will join A. Schneider, vice president and treasurer, and Leo Jaffe, vice president, who left New York earlier this week.

The talks will center around the world-wide selling and promotion plans for the large number of top budget productions which Columbia will be releasing in the next few months. While at the studio, the home office group expects to be briefed by Harry Cohn and executive producer Jerry Wald on the current and future production plans of Columbia.

REVIEW:

City of Shadows

Republic

VICTOR MCLAGLEN RETURNS again to the screen in this Republic release. He is still a name to be reckoned with on marquee credits, although "City of Shadows" is a standard melodrama revolving around bad-guy-turns-good pattern.

As far as acting credits are concerned, McLaglen takes top honors, with none of the featured or supporting players running close. McLaglen is of that hardy school of perennials, able to project more dramatic emphasis with a gesture than lesser thespians could muster with the necessary sting of meaningful dialogue.

It's to McLaglen's credit, then, that "City of Shadows" registers so impressively.

A veteran racketeer, McLaglen rises to power in an unnamed big city's underworld. The upward climb, it develops, is attributed to the advice and counsel of a young law student whom McLaglen picked up as a lad and educated over the years. The student, John Baer, is able to discover loopholes in existing law codes that enable McLaglen to reign unmolested.

There's a surprise ending as Baer meets and falls in love with Kathleen Crowley.

In featured roles are Anthony Caruso and Richard Reeves as mobsters; Frank Ferguson as the harrassed district attorney; Richard Travis, undercover man for the latter, and Paul Maxey as a disbarred attorney.

William Witney's direction, though undistinguished, enables McLaglen and his associates to plow through some stereotyped writing credited to Houston Branch. This is a William J. O'Sullivan production.

Running time, 70 minutes. General audience classification.

'Charge It'

(Continued from page 1)

tickets purchased at regular boxoffice prices. Sidney Rudolph, president of Trip-Charge, Inc., headquartered in Pittsburgh, and Lester B. Isaac, National director of exhibition for Cinerama Theatres, made the joint announcement at a breakfast for critics, newspaper officials and radio-TV personalities in the Press Club in Hotel Sherwyn here today. Clifford Giesseman, assistant to Isaac, worked on the final details with Trip-Charge officials in Pittsburgh.

Rudolph declared: "It is appropriate that Cinerama, which revolutionized the motion picture industry, should now pioneer a new concept of merchandising theatre tickets." Isaac added: "This is a logical step in keeping with the modern trend toward charging everything from meals to travel."

The new plan applies to all Cinerama installations in the United States and Canada. Cinerama houses are now in Pittsburgh, New York, Los Angeles, Chicago, San Francisco, Detroit, Philadelphia, Boston, Washington, Cincinnati, St. Louis, Minneapolis, Buffalo, Dallas and Montreal.

Burkett in Hospital

MEXICO CITY, Sept. 15. — James S. Burkett, Pathé International sales manager here on company business from his Los Angeles base, is recovering in the local American-British-Cowdray (ABC) Hospital from a heart attack he suffered in the lobby of a hotel here.

Compo Picks

(Continued from page 1)

committee approved the winning design yesterday after it had been chosen by the 450 exchange area Audience Awards committee members as the most suitable of nine sketches submitted out of the 57 originally offered by industry art directors.

Okayed by Rhoden

The winning sketch also was approved by Elmer C. Rhoden, national chairman of the Audience Awards committee.

The winning design is a heroic figure of a woman with arms outstretched, symbolic of her aspiration in reaching for the star of perfection in performance. It stands on a pedestal to which will be attached an engraved plate with the name of the winner in the particular category for which it is awarded.

Krauss, Henry Marcus of Loew's Theatres and Bill Gold of Warner Bros. were appointed members of a special committee to arrange for the necessary sculpture and casting of the trophies, which will be given the Audience Awards winners at presentation ceremonies to be held in Hollywood early in December.

Both Are Industry Vets

Krauss and Weiss, the winning artists, have both enjoyed a long association with the motion picture industry. Krauss is art director for Monroe Greenthal Co., Inc. Weiss is a well known European artist and architect who for the last few years has been a free lance illustrator employed by the motion picture companies.

Distribution Aid

Convertibility Pact Is Signed By Indonesia

From THE DAILY Bureau

WASHINGTON, Sept. 15. — Indonesia has signed an agreement with the U. S. Government to permit the information media convertibility guaranty program to operate there.

Under the guaranty program, distributors of films, books, magazines and other information items can ask the government to guaranty the convertibility of earnings from distribution activities in particular foreign countries. The foreign country must in each case indicate it wants the U. S. films, books or other articles.

Now Used in Yugoslavia

Right now, the motion picture industry is using the program only for its distribution activities in Yugoslavia, but it could always apply for help in other countries.

Officials of the U. S. Information Agency, which administers the program, said that Turkey, Egypt, Chile and several other countries had recently signed agreements similar to the one just signed by Indonesia, and that negotiations are now under way to get eight or nine more countries, including several South American nations, to sign up.

Claughton vs. Majors Settled Out of Court

MIAMI, Sept. 15.—Attorneys' filing of stipulations to dismiss an amicable out-of-court settlement by the Claughton Theatres and six major film companies closed a four-year-old $9,450,000 Federal Court suit by the Claughtons.

Federal Judge George W. Whitehurst ordered both parties to split the costs of the lengthy court action originally filed in December 1951. The first trial ended with a deadlocked jury in October, 1954.

Defendant companies included Paramount, Warner Borthers, 20th Century-Fox, Universal, Columbia, and United Artists.

High First-Day Take For 'Hell and Back'

Reports received here at the offices of Universal-International reveal that the company's "To Hell and Back," now in its opening engagements, continues to top U-I's two former record grossers.

Record opening day takes include $5,741 at Keith's Memorial in Boston; $2,121 at the Lincoln, in Trenton, N. J.; $1,557 at the Comerford, Scranton; $1,410 at the Comerford, Wilkes Barre, and $1,006 at Keith's, in Lowell, Mass.

The two-day figure at the Fox Theatre, St. Louis, was $6,235.

"THE BIG KNIFE"



Winner Of
The Silver Lion
Of St. Mark

"Only American Motion Picture
To Win An Award At The 1955
Venice International Film Festival!"

United Artists extends warmest congratulations to Producer-Director Robert Aldrich and his Associates.

We believe the award won at Venice is only the first of many honors to come.

THE ASSOCIATES AND ALDRICH presents

"THE BIG KNIFE" starring JACK PALANCE · IDA LUPINO
WENDELL COREY · JEAN HAGEN · ROD STEIGER · with ILKA CHASE
EVERETT SLOANE
and MISS SHELLEY WINTERS as Dixie Evans

Adapted for the screen by James Poe • From the stage play by CLIFFORD ODETS • Produced and Directed by Robert Aldrich

THRU
UA

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 55 NEW YORK, U.S.A., MONDAY, SEPTEMBER 19, 1955 TEN CENTS

790 Shares Taken

FFG's Stock Subscriptions Total $179,000

artin Circuit Largest ndividual Shareholder

From THE DAILY Bureau

LOS ANGELES, Sept. 18.—Stock bscriptions to Exhibitors Film Fi- ncial Group, Inc., the Theatre wners of America sponsored pro- ction investment organization med following the 1954 conven- n of TOA, totalled $179,000 as of ot. 12, it was learned here.

Selling at $100 per share, the in- stment company, whose president Samuel Pinanski of Boston, has tributed 1,790 shares to an undis-

(*Continued on page 6*)

A Latin American Fleet Starts Today

United Artists' first Latin-American es convention bringing together ecutives and officials from 12 coun- es in South America, Central Amer- a and the ribbean area, ll open today Miami with rnold M. cker, vice- esident in arge of for- gn distribu- n, presiding. President thur B. Krim, airman of the ard Robert Benjamin d vice-presi- nt Max E. Youngstein are partici-



Arnold Picker

(*Continued on page 6*)

Retail TV Set Sales Set Record in July

From THE DAILY Bureau

Television Today.. WASHINGTON, Sept. 18.—Retail sales of television receivers reached new record in July, the Radio- ectronics Television Manufacturers sociation reported over the week-

(*Continued on page 6*)

Television Today

IN THIS ISSUE **PAGE 7**

- A new approach to the production of brief instructional subjects for TV, in the offering of "The Sam Snead Show" in five-minute segments.
- Passing in Review . . . The Showmakers . . . Station to Station . . . Who's Where . . . Shows on the Mark—the TV week in highlight.
- Spotlighting the News—What's happening and its significance.

Gives Assurance to FCC

'No Axe to Grind' in Experiment With Toll TV, Says Penn-Allen

From THE DAILY Bureau

WASHINGTON, Sept. 18.—Penn-Allen, the Pennsylvania broadcasting company that has offered the use of its UHF television station for experimenting with subscription television, told the Federal Communications Commission over the week-end that it had "no axe to grind."

In a letter sent to the Commision, the company answered objections to its proposal which have been filed with the Commission. Penn-Allen, which is the licensee of WFMZ-TV on Channel 7 in Allentown, told the Commission it made its proposal only "as a subscription television fact-finding experiment."

Since Penn-Allen made its proposal in August, four objections have been filed with the FCC, coming from the

(*Continued on page 6*)

SMPTE Will Offer Technical Courses

Three courses of instruction for film industry technicians sponsored by the Society of Motion Picture and Television Engineers, in cooperation with the University of California, will get underway this week in Los Angeles. The courses represent the initial efforts of the SMPTE's committee on education to meet the need for trained technical people in the motion picture industry.

These 18-week seminars in "Motion Picture Laboratory Practice," "Dupli-

(*Continued on page 6*)

New Talent Keynote Of ABPT Affiliates Spring Lake Meet

New, young talent in motion pictures was the keystone of the annual meeting of American Broadcasting-Paramount Theatres which was held at Spring Lake, N. J., it was announced by Leonard H. Goldenson, AB-PT president.



L. H. Goldenson

Goldenson disclosed that AB-PT, following lengthy discussions on teenagers, junior admission prices, young children and their relationships to general theatre attendance, adopted resolutions that:

(1) All producers be urged to concentrate on the development of new faces;

(2) That all new and young talent be handled in an intelligent manner

(*Continued on page 6*)

In Hillside Case

Discrimination Act Does Not Apply to Films

Plaintiff May Appeal to The U.S. Supreme Court

The Robinson-Patman Act, which prohibits price discrimination on commodities, does not apply to film rentals, according to a decision by the Circuit Court of Appeals here. The ruling came in connection with a suit brought by the Hillside Amusement Co., operating the Mayfair Theatre, Hillside, N. J. The plaintiff had brought the first motion picture suit for the application of the Robinson-Patman Act. Because of the possible far-reaching effect, the action had been watched with interest by the industry. The Court of Appeals dismissed the case.

Hillside had claimed that it had been charged higher film rentals than

(*Continued on page 6*)

Delay Trial Of 16mm Suit

From THE DAILY Bureau

HOLLYWOOD, Sept. 18.—Trial of the government's anti-trust suit over the distribution of 16mm. feature releases to television and other outlets has been postponed from Tuesday to Thursday, Sept. 22, by Federal Judge Leon R. Yankwich because another case now being heard by him has extended beyond its schedule.

Bogus Fight Tickets Circulating Upstate

Special to THE DAILY

BUFFALO, Sept. 18. — Authorities have disclosed that several hundred counterfeit tickets to the Century Theatre telecast of the Marciano-Moore championship fight Tuesday night are in circulation in Western New York. The "phony" tickets are being sold for $3.50. Police have confiscated several bogus ducats from victims. Detective Chief John C.

(*Continued on page 6*)

PERSONAL MENTION

E. D. MARTIN, president of Theatre Owners of America, returned to Columbus, Ga., at the weekend from New York. At the same time, GEORGE GAUGHAN, field representative for the association, left here for Memphis, en route to Los Angeles.

•

G. RALPH BRANTON, president of Interstate Television Corp., subsidiary of Allied Artists; JOHN C. FLINN, A.A. director of advertising-publicity, and ROBERT NEWGARD, Western division sales manager, have returned to Hollywood from New York.

•

CHARLES SIMONELLI, Universal Pictures Eastern advertising-publicity manager; PHILIP GERARD, Eastern publicity manager, and JEFF LIVINGSTON, Eastern advertising manager, will return to New York today from the Coast.

•

LEO F. SAMUELS, Buena Vista general sales manager, and JESSE CHINICH, home office sales supervisor, will leave here today for Atlanta and Jacksonville.

•

TOM STOBART, official of Film Producers Guild of London, will leave here today via B.O.A.C. for London, completing a world tour.

•

MOREY R. GOLDSTEIN, Allied Artists vice-president and general sales manager, returned to New York on Friday from Boston.

•

ANTONIO CASTELL, president of Apex Films, Cuba, is recuperating at Doctors Hospital here following surgery.

•

HERBERT H. GREENBLATT, RKO Radio domestic sales manager, left here on Friday for Chicago.

•

JOHN B. NATHAN, Paramount manager for Continental Europe, is in New York from Paris.

•

F. C. HAYES, manager of Westrex Co., Andean, has arrived in New York from Chile.

Edwards to Titanus; Leaves IFE Post

ROME, Sept. 18.—Robert Gordon Edwards has been named director of a newly created department of public relations for Titanus Films, it was announced by Goffredo Lombardo, president of Titanus.

Edwards has been connected with the Italian motion picture industry since 1948 and in charge of I.F.E.'s Rome public relations office for the past two years.

Critical of Opposition

Now Is the Time to Launch New Tax Repeal Campaign: Pickus

By LESTER DINOFF

Common sense should prevail among U.S. theatremen in going along with Council of Motion Picture Organizations in launching of a second tax reduction campaign because it will be a direct benefit to exhibition, Albert M. Pickus, independent exhibitor from Stratford, Conn., and a vice-president of Theatre Owners of America, declared here late last week.



Albert Pickus

Pickus, a staunch believer that now is the time to seek the reduction of the remaining 10 per cent on admissions, viewed the opposition to the tax campaign by certain Allied States Association members with distaste.

Speaking solely as an independent theatre owner, not as an official of TOA, Pickus stated that the elimination of the remaining taxation on tickets "will be a direct benefit to each theatre" and could be the deciding factor as to whether a house remains in business or shuts down.

"Those members of Allied States who have castigated COMPO for launching a dues campaign in order to accrue additional funds to conduct a tax reduction program should use some common sense," Pickus declared. "The tax reduction, if effected, would be a direct benefit to the exhibitor, not to COMPO, which is the machinery with which we will operate the campaign," he said.

"Allied's argument that now is not the time, nor the year, to seek a tax reduction is foolish," the owner of the Stratford Theatre declared. "We should have and could have had the whole 20 per cent tax on tickets taken off in April of 1954," he said.

Praises Quality of Films

Pickus reported that business at his Stratford house has been "good" due to a number of good films which were released over the summer. He said quality product is now starting to become scarce.

Commenting on the TOA annual convention set for Los Angeles, Oct. 6-9, Pickus said that the conclave will be most important and that the trade show which will run in conjunction with the convention would be "very interesting."

Pact on Copyright Hailed by ASCAP

The composers, authors and publishers of American musical works look forward to a new era in international copyright relations now that the Universal Copyright Convention which was signed at Geneva, Switzerland, became effective last Friday, Stanley Adams, president of the American Society of Composers, Authors and Publishers said.

Adams, on behalf of the Society's members, added that American composers, authors and publishers heartily endorse the statement by Secretary of State John Foster Dulles that this Convention "will not only significantly improve the protection accorded to United States private interests abroad, but will make a substantial contribution to our general relations with other countries of the free world."

'Ballet' to Hoffberg

"Ballet de France," a Jean Benoit-Levy dance concert, feature length production, has been acquired by Hoffberg Productions, Inc., and will open at the Fifty-fifth Street Playhouse, on Saturday, which will be the American premiere.

SPG Annual Ball Set for Oct. 14

Tickets for the 1955 edition of the "Movie Page Ball," the annual show of the Screen Publicists Guild (District 65) which will be held at the Hotel Pierre here on Oct. 14, will cost $5.50 per couple.

The SPG show will mark the 15th anniversary of the founding of the Guild here whose members work at 20th Century-Fox, Universal, Warner Brothers, Columbia and United Artists.

The SPG's present officers are Harry Hochfeld, 20th-Fox, president; Harold Siegal, Warners, vice-president, and Marty Blau, Columbia, secretary. Chairman of the ball is George Nelson of UA. Ed Aaronoff of Universal is chairman of the ball's publicity committee.

U-I Promotes Calvo

The appointment of Orlando Calvo as manager for Venezuela was announced by Americo Aboaf, vice-president and foreign general manager of Universal International Films, overseas distributors of Universal-International Pictures. Calvo's appointment followed the resignation of Siegfried Weening.

Ad Men Reply

Answer Critic Of Amusemen Page Publicit

Motion picture advertising in nev papers will become a lot more d tinctive if and when newspap change their policies so as to all film ads "the run of the paper," was the opinion of several exhibiti and distribution advertising executiv here.

Commenting on a declaration Joseph Ross, president of Daniels Fisher Co., a Denver departm store, at the National Theatres co vention in Colorado Springs, that "t average amusement page of the av age newspaper from New York Los Angeles has not changed sin the days of Pearl White and The Bara," one theatre advertising offic said:

'Constant Experimentation'

"Constant experimentation in sc ing standard entertainment is taki place in advertising. It is how y look and what you see. Film ads a constantly being changed and stilled with new selling ideas."

Another theatre advertising m said: "Why should we leave a tri and tested method of advertisin though cramped, into a specifi number of newspaper pages, whi through the years have eaught t public's eye and brought the pub into the theatre." The ad man a asked if Ross was around in the da of Pearl White and Theda Bara.

Points to Store Advertising

A number of distribution advert ing men took exception to the d partment store executive's blast. O executive said he would really li to say what he thought about Den department store advertising, but r frained from doing so. Another fil company executive said that Ros ideas "were perfect so why does National Theatres hire him to in prove its advertising?"

Another ad executive stated th theatres "prostitute the film compa advertisements that are provided He said exhibitors should try to co vince newspapers to provide mo space for film advertising so that advertisement could get better spac

Calls Policies 'Restricted'

Another film company advertisi executive said that he would like ask Ross if department store adve tising had changed over the yea He pointed out that the restricte policies of newspapers concerni film ads don't allow for many exper mentations.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Feck Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-214. Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motio Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrc 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Lev Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year a a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10

PEOPLE

George J. Schaefer has been re-ned as producer's representative "Storm Fear," a United Artists ease produced and directed by rnel Wilde.

□

Gene Ison and James (Red) Byrd ve resigned from Benton Film Ex-ss, Atlanta.

□

. W. McBurney, branch manager h Altec's southern division, has n transferred to New Orleans from arleston, W. Va. He will continue, vever, to report to M. G. Thomas, ec division manager at the com-ny's Atlanta office.

□

Gerald E. Burns has been named ount supervisor of the Lynn Farnol up in public relations. He will ume the new post immediately. Also joining the Farnol group as torial associate is Walter Damrosch tell. He was formerly a research ter for "Reader's Digest."

□

Glen McDaniel has been reap-nted chairman of the legal com-tee of the Radio-Electronics-Tele-ion Manufacturers Association.

o Todd-AO Paper t Allied Trade Show

Due to the forthcoming premieres "Oklahoma!" here and in Chicago l California, the Todd-AO Corp. s found it necessary to refrain from cussing the process at the Allied-SMA equipment forum in Chicago November. In a letter to TESMA, Douglas Netter, Todd-AO vice-sident, wrote, in part:

'We in Todd-AO sincerely regret t we are not in a position to pre-t a paper and detailed discussion the Todd-AO system at the time your convention in early Novem-r. We must turn down this invita-n for the same reasons that we are in a position to exhibit at the ied-TESMA-TEDA-IPA conven-n, which has been discussed with at an earlier date. Due to the rld premiere of "Oklahoma!" at the voli Theatre on October 11th and e to the premieres to be held rtly thereafter in California and icago, requiring extensive prepara-ns which you know are very neces-y for premieres of this importance, is not possible for Todd-AO to vote the time and personnel neces-y for proper representation of our tem and products for your conven-n this year.

"It is our intention to have a com-ete demonstration and exhibit at ur next annual convention and if you are kind enough to invite us again to present a paper on Todd-AO and to lead a discussion at your Equipment Forum at that time, we will be pleased to accept your invitation."

Kalmine Announces SW Contest Winners

Winners of the Stanley Warner Theatres "Spring Festival Drive" during April, May and June were announced here by Harry M. Kalmine, vice-president and general manager of the circuit.

George Kemp of the Montauk Theatre, Passaic, N. J., was the winner of the Grand Award which entitles him and Mrs. Kemp to a two week vacation in England, all expenses paid.

Savings Bond to Runner-Up

Irving Hillman of the Roger Sherman Theatre, New Haven, won second place honors, a $1,500 savings bond, with the third place winner being Anthony Collinicini of the Manos Theatres, Greenburg, Pa., who won a $1,000 bond.

The district managers supervising the three top winners also came in for prize money. Anthony Williams of the Newark, N. J. zone, won a $500 bond; James M. Totman, New Haven zone, won a $250 bond, and Bryan F. Moore of the Pittsburgh zone a $150 bond.

The winner of the $500 bond for the best series of "kiddie shows" was Jules Curley, recently promoted to the advertising department in Pittsburgh. The winner of the $500 bond for the best series of promotions was Joe Borenstein of the Strand Theatre, New Britain, Conn. Miscellaneous income winner was Martin Bratter of the Millburn Theatre, Millburn, N. J., who received a $250 bond.

Honorable mentions for the national awards which netted each man a $250 bond were won by Frank Shaffer of the Dixie Theatre, Staunton, Va.; Lew Black of the Warner Theatre, Wilmington, Del., and Pete Pisano of the Avalon Theatre, Chicago.

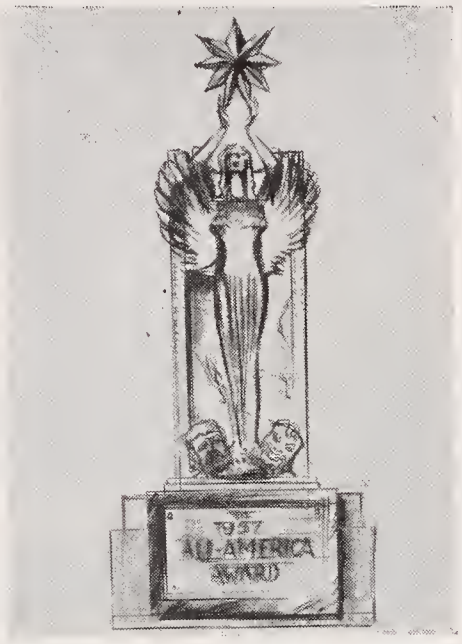
Winners of the prizes in concession sales for district managers were Paul Townsend, Oklahoma City, $400; Harry E. Lohmeyer, Washington, $250; Lester Krieger, Philadelphia, $100. Winners of the prizes in concession sales for managers were Ernest J. Wells of the Kennedy Theatre, Washington, $400; Milton Brenner of the Roosevelt Theatre, Newark, $250, and Larry Graver of the Mastbaum Theatre, Philadelphia, $100.

Winners of Cinerama watches were Murray Howard, Warner, Worcester, Mass.; George Birkner, Fabian Theatre, Paterson, N. J.; Helen Bortz, Warner Theatre, Reading, Pa.; George Payette, Maryland Theatre, Hagerstown, Md.; and Frank Savage, Warner, Youngstown, O.

CBS' O'Brien Wins SMPTE Award

The 1955 "Journal Award" of the Society of Motion Picture and Television Engineers has been won by Richard S. O'Brien of the Columbia Broadcasting System, it was announced by Dr. John G. Frayne, president of the society. The award will be presented to O'Brien on Oct. 4, during the society's 78th convention at the Lake Placid Club, Essex County, New York.

Trophy Design for Compo Poll Awards



THE OSCAR KRAUSS - EMIL WEISS sketch of the design for a trophy to be given winners of the Compo Audience Awards election, Nov. 17-27. The design was adopted last week by the Compo art directors advisory committee after selection by the 450 exchange area Audience Awards committee members from a surviving nine of 57 original entries.

Unlike the Academy's "Oscar," Compo's lady has not yet been given a name.

Miss Thaw Here for 'Velvet' Promotion

Advance promotional activity for 20th Century-Fox's "The Girl in the Red Velvet Swing" got under way here last week with the visit to New York of Evelyn Nesbit Thaw, one of the "Gibson Girls" of the early 1900's whose part in the celebrated murder trial of 1906 is portrayed in the picture by Joan Collins.

Features treating the life and times of Evelyn Nesbit appeared in the "Journal - American," "World - Telegram" and "New York Post." In addition to the press coverage, the arrival in New York was carried on several TV news programs, including a filmed interview with John Tillman, of WPIX. Other appearances on TV and radio are scheduled for this week.

"The Girl in the Red Velvet Swing" will open next month at the Roxy Theatre here.

Danny Kaye on New UNICEF Assignment

Danny Kaye, whose film "Assignment Children" about the work of the United Nations Children's Fund (UNICEF) in Asia is achieving success in theatres in many countries, will hold a press conference at UN headquarters today to report on his latest UNICEF assignment—a goodwill tour of Austria, Denmark, Finland, France, Germany, Italy, the Netherlands, Norway, Sweden and Switzerland. Kaye, who leaves for Paris tomorrow, will return to the United States on Oct. 17.

Two-Day Meeting

Laws, Rentals Will Highlight N. E. Conclave

Special to THE DAILY

BOSTON, Sept. 18.—The two-day regional convention to be conducted by Independent Exhibitors, Inc., of New England, together with Allied units from Connecticut, New Jersey and Maryland, on Oct. 24-25 at Toy Town Tavern, Winchendon, Mass., is shaping into one of the most active and important conclaves held by IENE in some time, executives say.

Under general chairman Edward W. Lider and co-chairmen W. Leslie Bendslev and Norman Glassman, the program committee has set up a tentative list of topics to be discussed. They include: Allied's film rental regulation bill and its legislative program, film rentals generally, drive-in theatre subjects and COMPO.

Full Social Program

The social committee is taking full advantage of the natural attractions offered by the surroundings at Winchendon. Special driving tours are planned for the ladies. There will be golf tournaments and other activities, but a highlight of the meeting will be special preview screenings of unreleased Hollywood top pictures which will be put on at "The Playhouse," the small theatre on the premises. The committee has arranged to install 35mm. projection and CinemaScope equipment for the occasion, with four films lined up to show conventioneers and their wives.

Delay Reopening of State in Hartford

HARTFORD, Sept. 18.—Connecticut's only combination motion picture-vaudeville theatre, the 4,200-seat State here, has postponed its fall reopening to Sept. 24-25, with shift understood attributable to flood damage in Northern and Northwestern sections of the state, part of the theatre's drawing area.

Reopening show features singer Jaye P. Morgan. Theatre is owned and operated by Harris Bros. of Hartford.

Dollinger Keynoter At N.E. Convention

Special to THE DAILY

BOSTON, Sept. 18.—Irving Dollinger has accepted the invitation of Independent Exhibitors, Inc., of New England to make the keynote address at the regional convention at Toy Town Tavern, Winchendon, Mass., Oct. 24-25. Dollinger, who is treasurer of Allied States and the national delegate of Allied Theatres of New Jersey will appear before the meeting on opening day. His subject has not as yet been announced.

HERE COMES *Unstaged!*

ENTERTAINMENT!

HERE COMES *Unrehearsed!*

EXCITEMENT!...

HERE COMES *Unbelievable!*

BOX-OFFICE!

NATIONAL RELEASE – OCT. 31

"...strong box office..."
—MOTION PICTURE DAILY

"...ranks with the best..."
—HARRISON'S REPORTS

"...strong box office pull..."
—FILM DAILY

"...a critical and box office success..."
—HOLLYWOOD REPORTER

"...a box office success.
—SHOWMEN'S TRADE

Walt Disney's

Most *EXCITING* True-Life Adventure *FEATURE!*

THE AFRICAN LION

Technicolor



...opening day... every box-office record *Smashed!*...

WORLD PREMIERE ENGAGEMENT
NORMANDIE THEATRE, NEW YORK

Distributed by Buena Vista Film Distribution Co., Inc.

COPYRIGHT WALT DISNEY PRODUCTIONS

AB-PT Stresses New Talent

(*Continued from page* 1)

by bringing them along gradually in roles best suited for them with the proper attendant publicity and promotion and a constant flow of information for their use;

(3) That all exhibitors be urged to assure all producers and distributors of their full cooperation in all projects of this kind concerning new faces;

(4) That all special activities described at the meeting be continued indefinitely as a complementary effort to bring children, juniors and teenagers into the theatres where it is hoped to keep them with the introduction of new faces.

Sees Ticket Price Unimportant

"The assembled showmen all agreed that the promotional activities employed by the theatres to attract youngsters could possibly only constitute half the story of improving business," Goldenson said. "As a result of our discussions it became apparent that, insofar as teenagers were concerned, the admission price is not the vital factor, if they are given pictures and faces which are attractive to them."

More and more producers are becoming aware of this crying need of motion pictures, the AB-PT head said. As a prime example of this progressive thinking Paramount Pictures is producing a full-length feature of quality, "The Scarlet Hour," directed by Michael Curtiz and peopled by many new, young faces and this film is just a single step in the right direction, he said, and added:

"We who operate the theatres must be prepared and willing to share with the film producers the responsibility for productions of this calibre. We must be ready to cooperate in launching pictures like 'The Scarlet Hour' if the studios are to take heart and genuinely warm up to the whole idea of new faces before the cameras in vehicles that are not of top quality."

Cites Two-Fold Purpose

Goldenson further advocated the development of new faces as serving a two-fold purpose: first, to eliminate the shortage of box-office names by the intelligent promotion and use of new stars, and secondly, to enhance the movie interest of teenagers with young faces attractive to them so that they again can build the habit of going to movie theatres. The current situation, it was pointed out forcefully, wherein about a dozen stars practically control the industry by demanding exorbitant sums for appearing in pictures, with the resulting steadily increasing costs to everyone involved, would be considerably alleviated by the furtherance of the appearance of fresh personalities on the theatre screens.

Theatre Hoodlum Gets Prison Term

Special to THE DAILY

BUFFALO, Sept. 18.—A 16-year-old youth of nearby Tonawanda has been sentenced to six months in the Wade penitentiary for creating a disturbance in the Kenmore Theatre.

EFFG Stock

(*Continued from page* 1)

closed number of investors, the largest being Martin Theatres of Georgia which purchased $20,000 worth of EFFG stock.

Pinanski, in mid-summer, pointed out that EFFG could get off the ground with the participation of divorced circuits, thus far none of which have purchased any stock in the TOA sponsored company. Late last week, the EFFG president declared that unless divorced circuits are allowed to participate in EFFG by the Department of Justice, which has the matter under advisement at present, the organization "would have no potency."

Had Expressed Disappointment

The change in Pinanski's attitude on the participation of divorced circuits could be based on the slow progress being made in securing stock subscriptions. During a July interview with MOTION PICTURE DAILY, he said that he was disappointed with the response to EFFG during late Spring because "June business for exhibitors was one of the worst periods ever seen in the history of the industry."

Pinanski also said late last week that "during this past summer EFFG progress has been slow due to many acts of God, especially in the New England area."

EFFG is currently sending out notices to its stockholders that the first annual meeting of the company will be held on Oct. 4 at the Hotel Biltmore in Los Angeles.

TV Set Sales

(*Continued from page* 1)

end, with 381,567 sets sold during the month.

Television set sales during the first seven months of 1955 also reached a record, with a total of 3,584,562 sold, RETMA said, a 13 per cent increase over the 1954 seven-month figure of 3,174,394.

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UA Meeting

(*Continued from page* 1)

pating in the five-day session at the Saxony Hotel, which will blueprint the Latin-American distribution and promotion program.

Louis Lober, general manager of UA's foreign department, is attending the Miami conclave, along with foreign department home office executives Andy Albeck, Seward I. Benjamin, Samuel Cohen, Leon Feldun, Harry Goldsmith, Ben Halpern, Alfred Katz, Sidney Landau and Sidney Lieb.

In a prepared keynote address to the delegates, Krim stressed the importance of the recent series of production-distribution agreements guaranteeing more than 100 features for the next three years. The company's success in bringing many of the industry's foremost creative artists under the UA banner, Krim said, would assure continuing expansion of markets abroad, as well as at home.

SMPTE to Offer

(*Continued from page* 1)

cation of Color Motion Pictures" and "Illumination Optics" grew out of the cooperative efforts of representatives of universities, labor unions, motion picture studios and laboratories to bring instruction in motion picture technology to members of the industry.

Under the direction of Dr. John G. Frayne of Westrex Corp., SMPTE president and chairman of the education committee, and Sidney P. Solow of Consolidated Film Industries, chairman of the subcommittee on training of film laboratory technicians, the courses will be conducted by experts in their fields.

Bogus Tickets

(*Continued from page* 1)

Colombeck said sale of spurious tickets was revealed by Robert T. Murphy, general manager of the Century, who had calls from several persons, who suspected the tickets they purchased from strangers were invalid.

Chief Golombeck said the tickets were made from engravings of a genuine ticket. He said most of the counterfeits are numbers either 47 or 44.

Bogus Heavyweight Fight Tickets Show Up in Syracuse, Detroit

SYRACUSE, Sept. 18.—Counterfeit tickets to closed circuit television showing of Tuesday's heavyweight championship fight have begun appearing in Syracuse on the heels of the discovery of similar tickets in Buffalo and Niagara Falls. Syracuse police were speculating about the possibility that an organized gang is peddling the bogus tickets.

The Internal Revenue Service has begun an investigation to determine whether the fake tickets were being distributed in other parts of the state. They are also reported turning up in Detroit.

The internal revenue service is interested in the counterfeit tickets because their sale would bypass the Federal Amusement Tax.

Arwin Prods., M-G-M Talk Releasing Deal

From THE DAILY Bureau

HOLLYWOOD, Sept. 18. — M-G and Arwin Productions, the lat headed by Doris Day and her h band, Martin Melcher, are completi a deal under which M-G-M wo release "The Quality of Mercy." T film, produced by Melcher from Robert Carson screenplay of his o book, stars Miss Day.

Discriminatio

(*Continued from page* 1)

those asked from the Stanley War theatres in New Jersey and that t government act had been violated.

It was reported at the weeke that the plaintiff was considering appeal of the decision to the Unit States Supreme Court. The case p viously had been dismissed by lower court.

'No Axe to Grind'

(*Continued from page* 1)

Joint Committee on Toll-TV, CE Associated Broadcasters, Inc., and t National Association of Radio a Television Broadcasters.

The company said it was "co siderably surprised" at the objectio and "aggrieved that interpretatio placed on its proposals should wander from the true intent and pu pose of the request." It was neith "an advocate nor an opponent of su scription television," Penn-Allen sa

Whether Congress or the comm sion must approve of subscripti television, Penn-Allen said, factu information about subscription te vision is needed before either bo can reach a decision. The compan proposal can help establish "just wh the public really thinks about su scription television," Penn-Allen sai and that is all the company hopes do.

WFMZ-TV has been off the air f some time.

Fight Telecast Set For N.E. Theatres

BOSTON, Sept. 18.—This city w be blacked out for the Marcian Moore world championship boxi bout Tuesday, although two dow town houses, ATC's Pilgrim a Loew's State, are equipped for larg screen television. Adjacent to Bosto in the city of Everett, Stanley Warn Theatres has been granted permissi to book the fight pictures at its Cap tol Theatre; as well as at its Warne Lynn, Warner, Worcester and Cap tol, Springfield.

Admission price at all of these the tres is set at $4.95, tax included, a seats reserved.

American Theatres Corp. h booked the fight into its State The tre, Portland, at $2.97 per seat on reserved seat basis, and at its Nort Reading, Mass., Drive-in whic carried the previous Marciano closed circuit television championship figh

Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

Spotlighting the News

Republic's Consent

▶ hose who have looked to the ernment's anti-trust suit to e release of Hollywood features television may be disappointed, he decree signed September 12 Republic Pictures is to be any cedent. In the consent decree otiated with the Department of tice Republic solemnly agreed do within 90 days what it al-dy has done—that is, make ilable to television 80 per cent he films it controls which were le prior to August, 1948. Fur-rmore, after it completes suc-sful negotiations with the guilds unions it is to make available er percentages of its product eral years after theatrical re-se. When such complicated ne-iations may be concluded is one's guess. Meanwhile at least of the other Hollywood pro-ers are expected to fight the e all the way to the Supreme rt, a procedure that will make final result unknown for sev-l years.

de for TV Films

The present policy of the RTB's TV Code Review Board h respect to films for television ects the philcsophy of barring door after the colt has fled. procedure is to have the code rd and staff send out "adviso-" to members whenever a film es to attention that seems to n conflict with the code. By the e such a notice has been circulated the offending film may have received many showings and been contracted for by many additional broadcasters. Sooner or later it will be necessary to set up a procedure akin to that in the theatrical motion picture industry where code approval is given films, on a voluntary basis, prior to the time they are offered for network or syndication sales. Any other approach is certain to get individual stations and perhaps the industry in public relations jams.

Repair Racket

▶ D. W. Gunn, general sales manager for Sylvania Electric's electronic products, has warned the TV trade to be on guard against the "reprocessed tube racket." He said some "unscrupulous cheats" have been purchasing discarded tubes for a few cents which are then cleaned and polished and the original manufacturer's name is buffed off. It is said that by subjecting a tube's cathode to a heating process called "toasting," it can be restored temporarily to usefulness.

Theatre TV "Gate"

▶ The Rocky Marciano - Archie Moore heavyweight championship bout scheduled for tomorrow night is expected to result in the first "million-dollar gate" in closed circuit theatre television. Nathan L. Halpern, president of Theatre Network Television, Inc., has announced that 128 theatres in 92 cities will carry the TV program and charge an average of $3.50 a seat. Counting television revenues the public may pay more to see this fight than any in history with the exception of the famous second Dempsey-Tunney battle which totaled over $2,500,000. That fight was carried nationally by radio.

Color Engineering

▶ Out of the round table discussion at the 78th convention of the Society of Motion Picture and Television Engineers October 6 should come a better understanding of practical solutions to color television problems. Under SMPTE auspices the major networks will be represented by top engineering executives. The telephone company and also station WTMJ-TV in Milwaukee will be represented on the panel. Problems are not only those connected with putting on the air the best possible color picture but also making it possible for the majority of the public not yet equipped with color to get a top quality black and white image from color transmissions. The SMPTE convention at Lake Placid will include other discussions and papers concerned with color television.

Outlook by Sarnoff

▶ Brig. Gen. David Sarnoff, RCA board chairman, in an address this week to a luncheon in his honor by the sales Executives Club in New York, predicted that the next 10 years will see growth and development in this country far exceeding anything in the past. In the electronics fields such developments are expected to include amplification of light making large screen home television practical and relatively inexpensive.

Toll TV 'Peace'

▶ Washington observers predict that many months or even years will pass before the FCC makes a final decision on the thorny subscription television issue. Now that the deadline for answering briefs has passed there is a long shelf of documents and charges and counter charges gathering dust. A good bet is that it will take a powerful shove from the Congress or the Administration to get the FCC ready to tangle with the problem. Gone is the early feeling in some quarters that a quick approval of toll TV might win some political friends for the 1956 national elections. Present indications are that lots of the citizens would be hopping mad if some of their favorite programs, now free, became pay-to-see shows. Also the public has been apathetic about arguments that toll TV would have the ultimate effect of enhancing the educational and cultural aspects of television.

Closed Circuits

▶ Television is used these days for a lot of commercial purposes that have nothing whatever to do with the amusement business, nor communications, under the jurisdiction of the FCC. For instance, banks use television equipment to exam-

(Continued on page 9, col. 2)

LOOKING AHEAD

Ninety million television sets by 1975. That's the prediction of leaders in the industry, whose views are to be sealed into the cornerstone of the building under construction at Elizabeth, N. J., for Fundamental Investors, Inc., and three other mutual funds. The men also say 90 per cent of the sets will receive color and the industry will be worth $35,000,000,000. The composite viewpoint is from Ross D. Siragusa, Admiral Corporation president; Frank Stanton, Columbia Broadcasting president, and Frank M. Folsom, Radio Corporation of America.

In Our View

WHEN a young captain of the United States Marine Corps on an evening last week answered an involved question relating to foods and thus became the winner of a $64,000 prize, a studio audience went wild, a vast looking and listening audience probably did likewise, and the next day, newspapers across the land gave the soldier banner headlines. At the same time, and through it all, the Revlon Company, manufacturer of cosmetics and sponsors of the program, reaped a stunning harvest of nationwide publicity which in cumulative effect it could not have purchased for several million dollars, much less $64,000.

There is herein a lesson to be learned, a lesson with double meaning for television. In the first place, it points out most graphically just how far-reaching and dynamically effective television can be as a message-carrying device for advertisers. But perhaps more important, it emphasizes the vital importance of the something different, the exciting, or glamorous or unusually appealing. In other words, that which is a real attraction will attract the attention of the multitude. It is true in every phase of the entertainment medium, and most particularly is true of television.

In these times, when the public's leisure time is a vast and highly competitive arena, it is vitally important that the material which seeks to attract its attention be pre-eminently of high quality. There is little room for mediocrity, and no room for low grade ore. Only that which assays high has a chance of survival.

YOUNG MANN WITH IDEA

HOLLYWOOD: An occasional interchange of production personnel between east and west coast network operations, to handle important programs, would stimulate better entertainment and effect a sporting rivalry between both factions, it is suggested by Delbert Mann, one of NBC's ace directors, in a *Television Today* interview.

The tall, youthful director, currently guiding the action and special musical integration for Producers Showcase colorcast version of "Our Town," the Thornton Wilder classic, which will be presented over the network tonight from NBC's Burbank TV studios, sees the attitude of production staffs here as similar to that in New York five years ago.

Mr. Mann, who started with the network in 1949 as a stage manager, came into prominence as a director with Philco Playhouse and won plaudits for his direction of Paddy Chayefsky's "Marty," in both the television and feature film versions. He prefers working in New York despite the greater facilities in Hollywood. He claims that living in Manhasset, he has a 45-minute ride on the Long Island Railroad to and from the studio each day, which affords him an invaluable escape from phones and other interferences.

Under his arrangement with NBC he has been able to fill a request by the Playwrights Company to direct Tyrone Power and Leora Dana in Julian Clayman's "Quiet Place" on Broadway this Fall, as well as make himself available to the Hecht-Lancaster Organization for another feature film commitment when they find the right property. His future network assignments will include several of the new Pontiac hour-length dramatic shows Tuesday nights, when the series gets under way.—*S.D.B.*

Passing in Review

THE Autumn season as the weeks pass carries new and lively activit the television scene, all the way from the return of the "Dinah Sh Show" over NBC-TV, to "The Big Fights," recording famous boxing bo over WABD. "The Danny Thomas Show" or "Make Room for Dad (September 13, ABC-TV), "Kings Row" of "Warner Bros. Presents" (S tember 13, ABC-TV), "Medical Horizons" (September 12, ABC-TV), " MGM Parade" (September 14, ABC-TV).

TIME FOR COURAGE—THE DU PONT CAVALCADE THEATRE. ABC-TV. Half Hour. 9:30 to 10 P.M., EDT. September 13, 1955. For the DuPont Company.

Succeeding the excellent "Cavalcade of America" series of last year, this new series of contemporary material opens strongly and effectively. This first of the new series stars Gloria Talbott and Hugh Beaumont in the story of the Olympic swimming star, Nancy Merki, who overcame polio during the years 1935 to 1948. All hands rate bows for a fine set of performances and a good production job. Four Star Productions made the series in Hollywood, with Warren Lewis in charge of production.

THE SKIN OF OUR TEETH. NBC-TV. Two Hours. September 11, 1955, 7:30 to 9:30 P.M., EDT.

As produced by Robert Whitehead for ANTA, Thornton Wilder's delightfully satirical and well-famed play came to the television screen in such fashion as to give new stature to the new medium. Under the knowing directorial hand of Alan Schneider, the play nothing at all in this electronic telling. The cast was, of cou superb, with such as Helen Ha as Mrs. Antrobus, Mary Martin the housemaid, George Abb back as an actor for the mom as Mr. Antrobus, and Flore Reed as the fortune teller. T there is yet and always hope there is faith in the basic goodn of the human species is the Wil theme, and in these most capa hands the play came thro splendidly. The asides to the au ence, as perpetrated by Miss M tin, were especially delicious, she was throughout, while the M Antrobus of Helen Hayes was that was to be expected, and bott's handling of Antrobus was assured as a real, if somew rusty, performer could make The sets were extremely well d and added measurably to the eff of the whole. In sum, NBC m well be proud of having tackle major task in bringing "The S of Our Teeth" to television, a aided by sterling performers, having carried off the difficult signment in high style.

Shows on the Mark

E. I. du Pont de Nemours has signed a 10-week contract with New York's WRCA-TV to sponsor the Frank Leahy Football Forecast Friday nights beginning September 30.

A jackpot worth over $20,000, including an automobile, a motor boat and an airplane, is the initial jackpot prize for Stop the Music, which started last Thursday over ABC-TV. Joe Cates, producer-director says, "We're working on a two-week expense-paid uranium hunt in Canada with the winning contestants to keep everything discovered. It's possible through this prize that Stop the Music could come up with TV's first million dollar prize winner!"

Ozzie and Harriet Nelson and their two teen age sons return for their fourth television season Friday, September 23, over ABC.

Cavalcade of Stars, a full hour of dramatic entertainment, bows in the 9:00 to 10:00 P.M. spot over WABD, New York, tomorrow night. It is sponsored by Whelan.

I Love Lucy with the renowned Lucille Ball and Desi Arnaz will start its fifth season over the CBS network Monday October 3 at 9:00 P.M. with alternate sponsorship by General Foods and Procter & Gamble.

WABD's "Wonderama," a children's program comes to life Sunday, September 25, from noon to 6 P.M., EDT. The six hours will review books and poetry and cooking, and feature such items as Christopher the Magician, a Wonderama Animal Land, a puppet show, life stories of famed persons, science fiction, quizzes, etc.

"Love of Life," daytime dramatic series with Peggy McKay, begins its fifth year September 26 on CBS, sponsored by American Home Products. Richard Dunn produces.

"My Friend Flicka" begins September 30 over CBS. It is a TCF Production, stars Gene Evans, Anita Louise, Johnny Washburn, is produced by Sam White and Mike Kraike.

ABC has four new public affairs programs for the season. They are "Outside USA," featuring Quincy Howe, commentator; "Tomorrow's Careers," presented in cooperation with Johns Hopkins University and stressing new careers available; "College Press Conference," featuring leaders in public affairs, and "Dean Pike"—the Very Rev. Dr. James A. Pike, Dean of the Cathedral of St. John the Divine, New York.

"The Damon Runyon Theatre" begins its fall season with "Bred for Battle" October 8, over CBS. The series is sponsored by Anheuser-Busch.

A new dramatic series, "The Adventures of Robin Hood," begins over CBS September 26, and stars Richard Greene. It is produced by Hannah Weinstein for Sapphire Film, Ltd., at Nettlefold Studios, Surrey, England.

Who's Wher

RODNEY ALBRIGHT has joi Sullivan, Stauffer, Colwell Bayles, Inc. as television prod tion supervisor.

GERALD GREEN has been nam producer of NBC-TV's Today p gram, succeeding **ROBERT BE DICK**, who becomes one of t producers of the Wide Wide Wo series.

RUSSELL BEGGS, free lance T and magazine writer, has join the staff of Prism Productions writer-researcher for Mr. Wiza **DON HERBERT'S** award-winni children's show which appears ov NBC-TV.

JOSEPH B. IRWIN has joined t the American Broadcasting Co pany as an attorney in the busine affairs department.

ROSS DONALDSON has be appointed manager of writi services for NBC.

TELEVISION TODAY—Editorial Direct Charles S. Aaronson; Eastern Edito Pinky Herman, Vincent Canby; Holl wood: William R. Weaver, Samuel Berns; Washington: J. A. Otten; Londo Peter Burnup; Photo Editor: Floyd Stone.

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HOLLYWOOD, U. S. A.:

Warner Brothers Presents" had skeptics biting their finger s after the great opening pro- n last week. But the trailer on Cheyenne" for tomorrow's seg- t, followed by a half-hour of "Wyatt Earp" series, gave the C-TV boys some chewy steak to st on the public acceptance of hour and a half of Western is every third Tuesday in that ortant time slot.

◆

ilton Berle plans to use two top ywood names on each of his sday night color-casts from C's Burbank studios, with **John** ne and **Esther Williams** set for opener. . . . **Lawrence Schwab,** waved goodbye to the New k skyline and landed a direc- berth at NBC-TV on **Albert** leery's "Matinee" staff after days of "hellos" on the coast.

◆

TLA will make its third remote r telecast when it televises the th Annual Fisherman's Fiesta San Pedro, October 2. Klaus dsberg pioneering in color re- es, started the year with the e Parade from Pasadena, and took the Headdress Ball from Ambassador Hotel in April. California Fish Canners Association is sponsoring the third. . . . The Lawrence Welk Show is back at ABC's Television Center after a band-storming tour of midwest cities. . . . Four Star Playhouse will have completed 250 half-hour films in the Spring, after four successful years. The big question on the minds of the star board is whether to take a capital gain or set up their own distribution to syndicate the prize catalogue.

◆

The town has gone juggle mad to fill a one-hour hole in programming due to turning back of the clocks on Sunday on the west coast, while the east continues for an extra month on daylight time. . . . KNXT moved its 7 A.M.-2 P.M. up to 6 A.M.-1 P.M. and found Procter & Gamble willing sponsors of a series of feature films from 1 P.M. to 2 P.M. But we're still wondering about the weekend maze of switches in time, titles and new Fall shows. . . . **Mark Stevens** TV Company landed its first contract to produce a series of commercials for Lever Brothers. Good Luck Margerine, Lifebuoy and Rinso will have the benefit of the "Big Town" mentor's prolific supervision.

—SAMUEL D. BERNS

THE NEWS SPOTLIGHT

(*Continued from page 7*)

signatures on checks, between upstairs teller's window and a nstairs file clerk. And, tele- on is used to check box-car bers in outlying freight yards, ind the corner and through the from the yardmaster's office. s same equipment would, and d, put television programs on closed circuit, anywhere, and would be no business of the eral Communications Commis- . There are upward of 250 munities in the United States ch offer closed-circuit hookups. uch closed-circuit installations now obtain equipment for their private use of 16mm film /or taped recordings, which eventually supply sight, sound color, without the permission he Government. Since it's not he air, it does not concern the lic interest.

Allied's Interstate

Allied Artists, which is plan- g to establish itself as a source of major theatrical films, is also stepping up the activities of its television subsidiary, Interstate Television Corporation. G. Ralph Branton, president, and Lloyd Lind, general sales manager, recently announced expansion of the sales organization. In foreign markets Allied Artists representatives will handle Interstate product. The company plans to syndicate at least six new series during the next 12 months. Besides six series, Interstate handles 139 feature films.

Radio-TV Week

▶ Advertising and promotion men will be watching the effectiveness of the National Radio-Television Week which started yesterday. The aim is twofold—an increased sale of television receivers and the creation of new audience interest in the programs current and to come this Fall. If the week is the success it should be, it probably will be held again next year.

Popular Classics

▶ KNXT in Los Angeles has had considerable success with a program, now four years old, called "Cavalcade of Books," described as the only major program where publishers and booksellers have combined to promote book sales through television. Jack Case and his wife Frances produce the show together with a companion one called "Cavalcade of Records" which features classical and semi-classical records. Film clips are used to help create the mood of the music. Stations would do well to have more such programs which aim not only at providing good TV entertainment but by furnishing a measure of cultural uplift. Culture does not have to be deadly dull or relegated to the classroom or to hours when the listening audience is small. Nor should the networks be allowed to have a monopoly of interest in cultural TV for commercial gain. The possibilities of visually dramatizing material that has some educational value are unlimited.



Lessons By Snead in New TV Approach

A new, interesting and perhaps significant approach to the matter of program offering of a specific type was demonstrated and discussed at the Johnny Victor theatre of RCA in New York last week, with a sampling of "The Sam Snead Show."



Television Today

SCREENING the shot-maker's films. In the Johnny Victor theatre: front, left, Bob Perine, director of "The Sam Snead Show," and Sam Snead. In rear, right, Alfred B. Sambrook, manager of the RCA Recorded Program Services, and left rear, golf addict Charles S. Aaronson of Television Today, partially obscured but happy.

This new series of 39 golf subjects was produced by Scope Productions, of Indianapolis, written and directed by Bob Perine, and distributed by RCA Recorded Program Services, of which Alfred B. Sambrook is manager. The uniquely interesting factor pertaining to this series is that each subject is only five minutes long. The episodes themselves, as filmed and ready for release, run only three minutes and 15 seconds, allowing something in excess of one minute for the inserted sponsor's message, for a total running time of five minutes.

There are several interesting aspects of this series, as exemplified in the random half-dozen shown last week. Each episode concentrates the attention of the redoubtable Sam Snead, top-flight teacher and pro, on one single aspect of the game's somewhat technical shot-making ramifications. Further, there is deliberately no attempt to glamorize the material with the appearance of notables, as has been done in other cases, using such golf addicts as Bob Hope or Bing Crosby. Also, each episode has been filmed outdoors, at a notable golf course, lending the feeling of authenticity and permitting Snead to handle his shots from actual golf course terrain, rather than from an indoor mat.

This observer, from the highly prejudiced viewpoint of the golf addict, to whom meeting and chatting with Sam Snead was a rare treat, found the subjects excellent in quality, engaging in their presentation of Snead in informal fashion on the course, and highly enlightening in their instruction.

The subjects are available in color as well as black and white, Mr. Sambrook emphasized. With legions of golfers thronging the nation's fairways, and that number increasing each year, there appears little doubt this series offers a fine sponsorship opportunity, a belief borne out by test runs already made in Sioux City, Iowa, through KVTV. Of particular interest is the fact that the format allows for use of more than one, in stacked fashion, for a 10-minute or 15-minute show, if five minutes is not satisfactory.

Paul White served as advisor with respect to the handling of this series, as on others, for RCA Recorded Program Services, which is a unit of the RCA Victor Record Division. Mr. Perine described some few of the harrowing details of trying to shoot outdoors on a golf course, contending with (a) planes, from jets to B-26s, and/or (b) winds, of all degrees of velocity and sound. It was expensive, but it was fun.—*C.S.A.*

ELECTRONICAM GREMLINS SET DIZZY, BUSY PACE

Those magic gremlins who are really responsible for the electronic wonders with which we are surrounded today are daily getting busier with the latest development, DuMont's Electronicam TV-film system, about which TELEVISION TODAY raised its blood pressure last week.

Following up that situation, it is learned that use of the new, time-saving "live—but on film" device is increasing markedly each week. Authority for that statement is the gentleman at the right, John H. Bachem, general manager of the Du Mont Electronicam Production Services. Trained crews of "electronicamicians" are working at the Du Mont Telecenter on 67th Street, New York, and at the Adelphi Teletheatre on 54th Street. The latter is the seat of 35mm shooting, with 16mm at the former. Additional 35mm cameras are on order.

In addition to the Jackie Gleason "The Honeymooners" show, currently in work, with two shows a week coming off, Les Paul and Mary Ford are doing the first of a series of 105 programs, in groups of 35, through Lambert and Feasley agency for Listerine and Antizyme. Furthermore says Mr. Bachem, Warren Wade, the producer, is filming his "Broadway TV Theatre" on 16mm at the Telecenter. Mr. Wade insists only the Electronicam could do the trick for his 90-minute presentation.



JOHN H. BACHEM

He envisions only one day of shooting time, as against seven or eight with ordinary techniques.

Du Mont also is collaborating with the Center for Mass Communications of Columbia University Press in filming two programs for a series prepared for the Educational Television and Radio Center at Ann Arbor, Mich. Mr. Bachem also cites plans for the filming of a number of commercials with the Electronicam and the making of tests by Campbell-Ewald.

The William Esty Company was sufficiently impressed, reports Mr. Bachem, to film an all-client, all-product demonstration presenting the advantages of the Electronicam system, in time saving and preserving the spontaneity of live action.

Station-to-Station

WSJS-TV in Winston-Salem, N. C., last week increased its power to 316,000 watts, maximum allowed on Channel 12. Before starting full operation the station tested the new transmitter with a late hour test show, foresightedly sponsored by Southern Dairies. The test pattern brought a flood of phone calls and mail from distant viewers, some of them more than 200 miles away. The pattern covered 41 cities.

KTLA, Channel 5 in Los Angeles, claims a unique distinction. Mark Stevens, star of the station's new "Headline" series, drama of a newspaper editor, adds realism to the show. He actually was a reporter for the Akron *Beacon-Journal* before he became an actor.

Business written by Associated Artists Productions for August totaled 60 per cent more than the previous month according to Robert Rich, general sales manager. He reports the company's "Movieland" package of 56 features is leading the list of sales to stations.

More than $225,000 in pledges were received by the Muscu Dystrophy Association of Amer Inc., through a telethon on WA TV, New York, last Saturday Sunday. Over 300 guests and s appeared on the 17-hour sl from all phases of show busin



ANOTHER STATION signs for mo pictures. . . . The deal in the inst above is the purchase by Station K San Francisco, of Associated Ar "Movieland" group of 56 first runs. negotiators above are William C. De sey, KPIX program director, seated, Robert Kronenberg, Associated Art western representative.

The Show-Makers

***Ida Lupino**, with the help of considerable makeup and costuming, will portray a 185-pound plain looking school teacher in "With All My Heart" to be given a repeat performance on the Bristol Myers Four Star Playhouse Thursday, September 22, CBS-TV.*

◆

*Four songs from the original score **James Van Heusen** and **Sammy Cahn** have written for the new musical version of "Our Town" have been recorded by **Frank Sinatra**, who stars in the Producer's Showcase colorcast tonight over NBC-TV.*



*The **Paul Winchell and Jerry Mahoney Show** launched its fall season Saturday over NBC-TV.*

◆

***Art Linkletter's** "People Are Funny" goes into a new NBC-TV time spot when it opens Saturday, September 24, at 9 P.M., EDT. He was previously on Sunday nights.*

◆

***Janet Tyler** brings her "Weather Girl" show to WABC-TV Monday through Friday, 6:55 to 7:00 A.M., after three years on WABD-TV.*

◆

***Nina Foch, Vincent Price** and **Dick Foran** will star in an original Faith Baldwin story, "Night of Execution" on Climax! September 22 over CBS-TV. The dramatic series is sponsored by Chrysler Corporation.*

◆

***Maureen O'Sullivan** has been signed by Warner Brothers studio to star in the fourth Casablanca production of the Warner Bros. Presents ABC-TV network show.*

British Sponsored TV Will Get a Rousing Sendoff

LONDON: The inauguration of commercially sponsored television in Great Britain will be given a professional fanfare worthy of the talent of the advertisers who hope to use the medium. The first program Wednesday night will be followed by a Guildhall banquet to be attended by the heads of advertising agencies and their clients who have spots on the first night. September 27 an audience of more than 700 will attend a television luncheon to be addressed by Sylvester L. Weaver, president of America's NBC. He will give his first reactions to the British system of TV advertising and will describe how the medium has affected the economy of America. The luncheon will be sponsored, naturally, by the Institute of Practitioners in Advertising and will take place at Grosvenor House, London.

THE BBC — hitting back at its rival, Commercial Television, and in a new spirit of resurgence—has arranged with Henry Sherek to televise performances of his new productions before they are seen on the stage in London's West End.

The telecasts will be done in the course of a TV drama series to be known as "Henry Sherek Presents."

In announcing the new series, the BBC stated that Mr. Sherek, under the arrangement, will be responsible for a television play once a month, beginning in S tember and synchronising with inauguration of commercial TV

It is not disclosed how many the plays will already have s vived the test of stage producti but each of them will be introdu on the screen by Mr. Sherek h self.

THE BBC announces its plans the full expansion of televis programme hours this Autumn v be put into operation Septem 22. This is the effective date of Postmaster General's agreeme announced last March, to a ma mum of 50 hours' TV broadcasti a week for both the BBC and ITA. The transmission hours the BBC service will be increa to approximately 49 a week, main extensions being afterno programmes starting at 3 P.M. a a 7 P.M. start to the evening tra mission on weekdays.

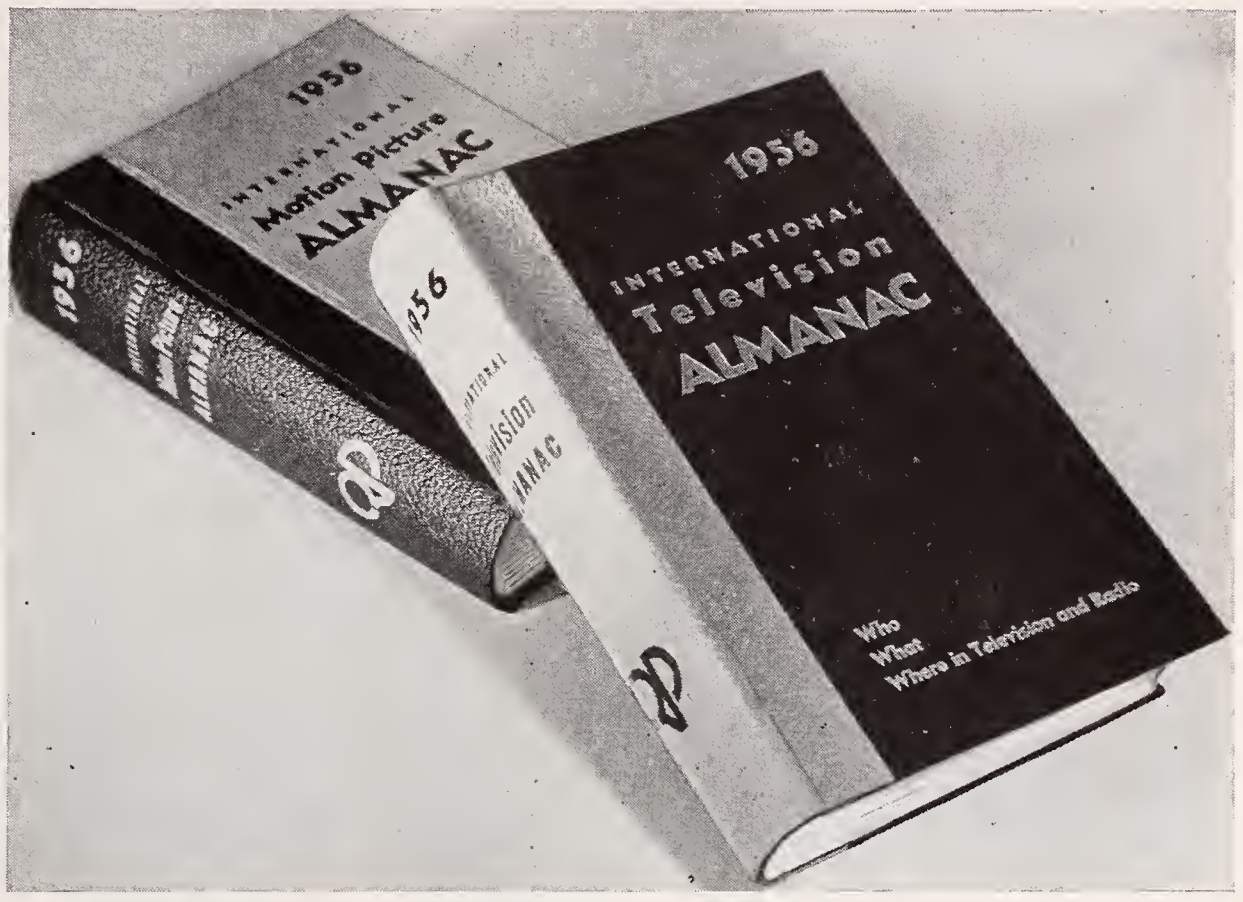
AIR-to-ground TV transmissio have been successfully undertak at the headquarters of the Bris Aeroplane Company using a Sy more-type helicopter. The ra manufacturing firm of Pye Cambridge collaborated. The he copter, with a Pye TV came mounted in its doorway, flew heights up to 500 feet, transm ting pictures of the surroundi countryside to a screen on t ground.

—*PETER BURNU*

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herever motion pictures are produced, stributed, exhibited, or written about, the LMANAC has a standing that is unique. is unquestionably *the* standard reference "Who", "What", "Where" throughout e motion picture industry.

fteen years ago the ALMANAC began cluding a Television section. By 1952 that ction had so grown in importance that e name of the book became "Motion cture and Television ALMANAC." Many ggestions from enthusiastic subscribers—llowed by a survey to determine the ex-nt to which the TV field was being served a practicable manner—made this fact ear: ***The Television industry needs d wants a complete TV ALMANAC*** -a book to answer all its factual questions the thoroughly reliable and easy-to-find anner which made the ALMANAC so dely preferred in the motion picture field.



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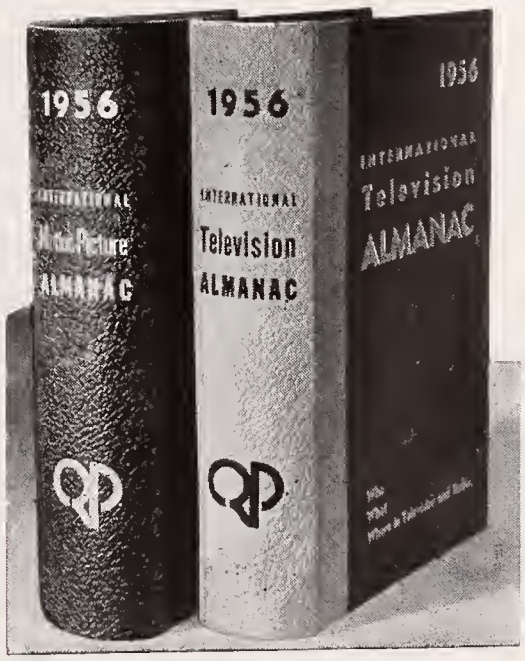
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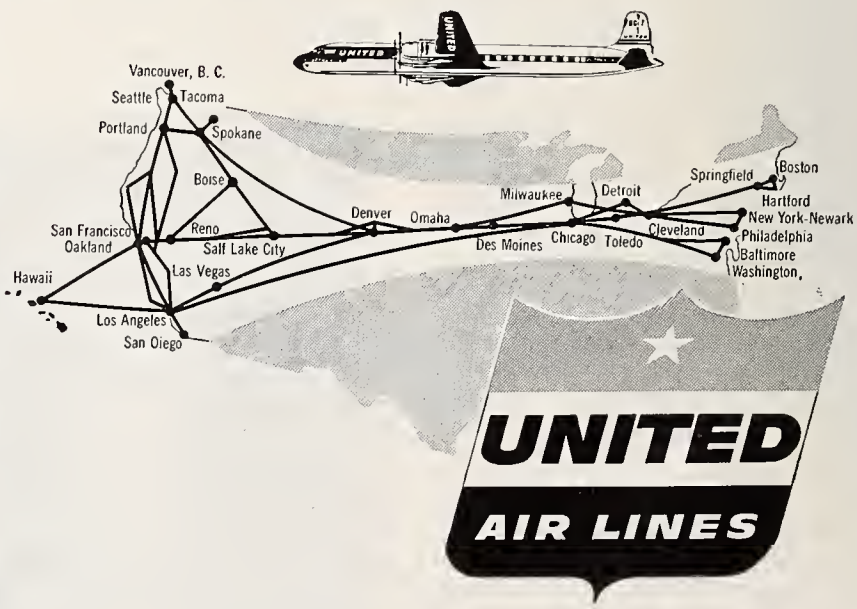
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MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 56 NEW YORK, U. S. A., TUESDAY, SEPTEMBER 20, 1955 TEN CENTS

Pre-Trial Action

Dismiss B&K, Balaban from Essaness Suit

Court Holds Statute of Limitations Applies

Special to THE DAILY

CHICAGO, Sept. 19.—Balaban & Katz and John Balaban, its president, were dismissed from the Essaness anti-trust aetion in pre-trial maneuvers which eulminated today in a ruling by Federal Judge Campbell that the two defendants were not parties to the Paramount case of nine years ago and, therefore, the statute of limitations applied limiting their responsibility in the Essaness action to three months and six days only.

The court ruled that Essaness could not press two separate recovery actions against diverse defendants for

(*Continued on page 2*)

Two in 16mm. Case Are Seen Favorable to Consent Decree

From THE DAILY Bureau

HOLLYWOOD, Sept. 19.—One 16mm. film distributor is carrying on talks with the Department of Justice looking toward a consent decree in the 16mm. anti-trust case while another, it was disclosed today, has already entered into a stipulation which has the effect of a consent decree.

Films, Inc., which handles the narrow gauge versions of Warner Brothers, 20th Century-Fox and some independents, is understood to be thinking of accepting consent decree terms

(*Continued on page 6*)

Hendry, Official of Intermountain, Dies

Special to THE DAILY

SALT LAKE CITY, Sept. 19. — Funeral services for Ray M. Hendry, vice-president and general manager of Intermountain Theatres, an American Broadcasting-Paramount Theatres affiliate, will be held at the First Baptist

(*Continued on page 2*)

Industry to Honor Danny Kaye at JDA Luncheon Oct. 19

Danny Kaye will be honored by the motion picture industry at a testimonial luncheon on Oct. 19 here, to be tendered by the motion picture division of the Joint Defense Appeal, it was announced yesterday by Harry Brandt, JDA co-chairman.

Danny Kaye, who will be given the first "Human Relations Award" to be handed out by the organization, was seleeted for his outstanding work as a goodwill ambassador for the industry. He also was cited for "his notable achievements in spreading the message of democracy throughout the world on his reeent tour in behalf of the United Nations."

Brandt made the announcement at a press conference at the Paramount board room attended by William Ger-

(*Continued on page 6*)

Circuit Tops Shown Fox 'New Faces' Reel

Top theatre circuit executives attended a screening here yesterday of the first of a series of CinemaScope featurettes designed to introduee 20th Century-Fox's new stars to the public.

The showing, kicking off a public relations program to focus attention on the personalities being developed at the company's studios, was attended by Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres; Sol A. Schwartz, president of RKO Theatres; Harry Kalmine, Stanley-Warner Theatres; Edward Hyman, AB-PT; Eugene

(*Continued on page 2*)

Mayor Wagner Reveals Project

Plan Film Festival For New York in '56

Says City's Fete Will be 'Bigger' Than Any Other Held Anywhere in World

By MURRAY HOROWITZ

Plans to hold an international film festival in New York City in 1956 are under way now, Mayor Robert F. Wagner disclosed here yesterday at a luncheon honoring the New York Convention and Visitors Bureau.

"All indications are that New York's film festival will be bigger and more impressive than any now held anywhere in the world," the Mayor declared.

The luncheon honoring the bureau was tendered by city businessmen at the Waldorf Astoria and attended by many industry executives.

Speaking about the city's Summer Festival, aimed at attraeting out-of-town visitors, Mayor Wagner told the audience of some 1,000 business exeeutives that the city's motion picture theatres this summer arranged to have

(*Continued on page 6*)

'Ione' Halting Power, Hits Southern Takes

Special to THE DAILY

CHARLOTTE, Sept. 19. — Hurrieane Ione, sweeping through the Carolinas and Virginia today, eut theatre attendance almost to the disappearing point. The storm played havoc with the power systems of large and small eommunities, requiring many to diseontinue all exeept most essential services, whieh were aided by Civil Defense generators.

110 Licenses Set In New French Pact

A new two-year Franco-American film agreement was signed in Paris yesterday by Eric Johnston, president of the Motion Picture Export Association, and Jacques Flaud, head of the French government's motion picture

(*Continued on page 6*)

Form New Company To Distribute U.K. Pictures Overseas

By PETER BURNUP

LONDON, Sept. 19. — Sir John Keeling, chairman of the National Film Finance Corp. and of the reformed British Lion, and John Woolf, chairman of Independent Film Distributors, many of whose pictures are made under Anglo-American co-partnership arrangements and are distributed by B-L, today announced the

(*Continued on page 6*)

'Shoddy Feather' for D of J's Cap

Myers Sees Little Significance In Republic's 16mm. Suit Decree

From THE DAILY Bureau

WASHINGTON, Sept. 19.—Abram F. Myers, Allied States chairman and general counsel, terms the Federal consent decree accepted by Republic Pictures in the 16mm. anti-trust suit, trial of which is scheduled to open in Federal District court, Los Angeles, on Thursday a "phony," in a bulletin which discusses the decree for Allied's membership.

"Republic's defection," he says, "occurred a long time ago. The decree . . . serves merely as an occasion for the U.S. Department of Justice to pin a shoddy feather on its cap."

"To exhibitors," Myers says, "the deeree is signifieant only as indicating what the Government is seeking in this strange litigation. The fact that one defendant has surrendered may

(*Continued on page 6*)

MPIC in a Move for Film Industry Forum

From THE DAILY Bureau

HOLLYWOOD, Sept. 19.—A meeting will be held here tomorrow night by the Motion Picture Industry Council to discuss possible sponsorship of a "Film Creators Roundtable" for the purpose of establishing a permanent industry forum to bring about greater understanding among creative and technical branches of the industry and each other's work.

PERSONAL MENTION

WOLFE COHEN, president of Warner Brothers International, has left New York on a trip to company offices in Latin America.

•

JOSEPH A. TANNEY, president of S.O.S. Cinema Supply Corp., became a grandfather when his daughter, MRS. LLOYD E. HAMBURGER gave birth to a girl at Jewish Hospital, Brooklyn.

•

A. A. WARD, Altec Lansing vice-president, and E. Z. WALTERS, comptroller, have returned to the Coast from New York.

•

JULES LAPIDUS, Warner Brothers Eastern and Canadian division sales manager, is in Pittsburgh today from New York.

•

GERARD GINGRAS, of Montreal, has been named governor of the Canadian Broadcasting Corp. for a three-year term.

•

R. M. KENNEDY, Alabama and Tennessee exhibitor, has returned to Birmingham following a Caribbean cruise.

•

GEORGE MURPHY, M-G-M studio public relations head, will arrive in New York tomorrow from the Coast.

•

J. L. MENNEROT-DUMAINE, manager of Westrex Co., Iberia, has arrived in New York from Barcelona.

•

CHARLES BENNETT, director, will leave New York for London today via B.O.A.C. Monarch.

Cites Satisfaction With Rivoli Tests

Initial demonstrations of the Todd-AO process held here in conjunction with the pre-opening arrangements for "Oklahoma!" at the Rivoli have been "very satisfactory," Douglas Netter, vice-president in charge of Todd-AO's theatre equipment division, said here yesterday.

Netter said that following the Rivoli opening of "Oklahoma!" on Oct. 11, the picture will be opened in various sections of the country on an over-all rate of one-a-week.

J. H. Rankin, Sr.

PITTSBURGH, Sept. 19.—Services for James H. Rankin, Sr., 80, owner of the Rankin and Strand Theatres in nearby Bridgeville, were held there Friday. He died Thursday in Mercy Hospital here. He leaves his wife, three sons and seven grandchildren.

'Thief' Chosen Royal Performance Film

From THE DAILY Bureau

LONDON, Sept. 19. — Paramount's "To Catch a Thief" has been chosen as the film presentation for the annual Royal Performanee to be given at the Leieester Square Odeon Theatre here on Oet. 31.

Dismiss B&K

(*Continued from page* 1)

varying periods of responsibility. It required the plaintiff to choose whether it would limit the recoverable responsibility of all defendants in this action to the three months and six days period, or eliminate B & K and Balaban as defendants. It chose the latter course.

Action for dismissal of Warner Bros. Theatres as a defendant also is under consideration since the court held that it is in the same position as B & K and Balaban.

The court denied a defense motion to dismiss the so-called "landlord and business opportunity claims" in the complaint, but without prejudice to the defendants' rights "of raising the same grounds in support of a proper motion at the end of the plaintiffs' evidence."

Max Thorpe Dies; Col. Int'l Officer

LONDON, Sept. 19.—Max Thorpe, 58, chairman of the board of Columbia Pictures Corp., Ltd., died here early today. He was the former managing director of the company and had asked to be relieved of his post in late July because of ill health. It is understood that he had been suffering from leukemia.

Thorpe entered the industry as a branch manager and London manager for Universal, then sales manager for Warner Brothers Pictures, Ltd., general sales manager for Columbia Pictures Corp., Ltd., since its inception in September, 1933. He was appointed general manager in 1945, assistant managing director in 1947, and managing director in January, 1949. He was elected a vice-president of Columbia Pictures International in 1951.

Isaacs Testimonial

WASHINGTON, Sept. 19. — Four hundred representatives from exhibition and distribution in the East attended a Variety Club of Washington banquet at the New Willard Hotel here last night in honor of Phil Isaacs, who has just been made Paramount Rocky Mt. division manager with headquarteers in Denver. Isaacs, who will take over the newly-created division on Oct. 3, has been Washington branch manager since 1949.

Italian Film Festival Launched in Denver; 'Romeo-Juliet' Cited

Special to THE DAILY

DENVER, Sept. 19.—The films, fashions and industrial products of Italy are being saluted at "The Festival of Italy in Denver" which was launched yesterday by Fox Intermountain Theatres and the Daniels and Fisher department store. The initial presentation at the opening of the week-long celebration was a special preview show of IFE Releasing Corp.'s "Madame Butterfly."

"Romeo and Juliet" today was honored as the best Italian film of the year. The filmed version of the Shakespeare tragedy was chosen by a vote of critics representing newspapers, magazines and wire services.

The award was made by the Denver "Post" at the premiere of "Madame Butterfly" before a capacity crowd, which included the Italian Ambassador to the United States.

Five Theatres Partieipating

Five of Denver's top theatres are presenting Italian film product during the "Festival of Italy." Among the dignitaries attending the "Festival" opening were E. R. Zorgniotti, chairman of the board of IFE Releasing Corp.; Joseph Ross, president of Daniels and Fisher; Frank H. Ricketson, Jr., president of Fox Intermountain; Ray Davis, metropolitan district manager of the circuit, and Paul G. Anglim, festival director of Fox Intermountain.

Circuit Tops

(*Continued from page* 1)

Picker, Loew's; and Robert Sherman and Harry Mandell, RKO Theatres and other industry figures. The executives were aecompanied by members of their staffs.

Al Lichtman, 20th-Fox director of distribution; Charles Einfeld, vice-president; and W. C. Gehring, executive assistant general sales manager, were hosts at the showing of the short, running time of which is four minutes and 20 seconds. Pictured in the first subject are Dana Wynter, star of "The View from Pompey's Head"; Joan Collins, star of "The Girl in the Red Velvet Swing"; and Sheree North, star of "The Lieutenant Wore Skirts." The three were seen in informal poses and brief scenes from the respective CinemaScope attractions.

The star subject will be made available to exhibitors for special additions to regular programs within a few weeks.

Gehring, in introducing the subject whose production and distribution costs will be approximately $25,000, underscored company policy announced recently to bring new and exciting faces to motion picture audiences in top-budgeted films.

Hendry Dies

(*Continued from page* 1)

Church here tomorrow. Hendry, 5 years old, died early today in a loc hospital. He had suffered a coronar occlusion two weeks ago.

Hendry had been with the Inte mountain organization and pred cessor companies since he was 1 years old when he went to work a an usher. He was active in Unite Cerebral Palsy campaigns in this are and was a member of the Utah N. tional Guard. Surviving are his wif two daughters and a son.

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. . . NEWS ROUNDUP

PG Board in Special Meet

Final plans for the annual Mile-one Dinner of the Screen Producers uild were completed at a special eeting of the guild's board of direc-s held in Hollywood last night. ie dinner will take place at the verly Hilton Hotel on Jan. 22.

■

ets Film Rights to Novel

Artists - Producers Associates, Inc., s acquired the motion picture rights Max Erlich's new novel, "The First ain to Babylon," it was announced sterday by A. W. Schwalberg, who ives for the Coast today to discuss oduction plans.

■

omposer Unit 10 Years Old

The Screen Composers Association ll celebrate its 10th anniversary Fri-y night at a dinner in the Beverly lton Hotel in Hollywood, at which ie there will be displayed the 35 ademy "Oscars" won by members the group.

■

ill 24' to Continental

Sikor Film Distributing Co. has ned a contract with Continental ms Distributing, for the latter to as sales representative in the ited States of "Hill 24 Doesn't An-er," the first film processed and oduced in its entirety in Israel, it s announced by Sikor's executive oducer, Zvi Kolitz.

■

uinn Buys 3 N. Y. Houses

William (Bill) J. Quinn has pur-ased the Rome Theatre, Pleasant-le, N. Y., the Cameo Theatre, ewster, N. Y. and the Amenia The-e, Amenia, N. Y. from the St. oud Theatre Circuit of Washington, J. These theatres will be operated der the name of the William J. uinn Theatres, Inc. Bill Quinn and wife, Kay, will book and operate e houses.

'n Col. Ltd. Board

LONDON, Sept. 19.—Leslie E. ıompson and Sidney I. Adler have en appointed to the board of dictors of Columbia Pictures Corp., d.

Thompson, secretary of the com-ny, entered the industry in 1923 ith Universal. He joined Columbia 1950 as production representative ıd in 1953 became acting secretary. ntil January, 1954, Adler was a nior official in the exchange control the Bank of England, having joined olumbia as financial adviser then.

REVIEW:

'The Big Knife'

Aldrich-United Artists

CLIFFORD ODETS' STAGE PLAY which portrays Hollywood as cheap, glib, clever and ruthless has been adapted for the motion picture screen by James Poe and produced and directed for United Artists distribution by Robert Aldrich. A cast topped by Jack Palance, Ida Lupino, Wendell Corey, Jean Hagen, Rod Steiger and Shelley Winters, all excellent in their depiction of characters, which to say the least, are not admirable, provide audiences with a fascinating, but slightly morbid, picture of the glamour capital.

Palance portrays a money-making star whom Steiger, a producer, uses to gain his ends by being violent, oozes friendship, sincerity, advice. Most of the story revolves about Palance's endeavors to escape Steiger's prosperous embrace. His wife, Miss Lupino, feels the star is worthy of finer productions, but stormy marital scenes take place when she expresses her opinions concerning Palance's misfortune. The misfortune is that Palance's producer, Steiger, has a hold on him, the drunken reality of an auto crash which killed someone; and he cannot tell his wife; he must sign and forever sell himself.

Miss Lupino, not able to see that Palance's recourse to drink and other women is an escape from misery, is left a widow in the end by her husband's suicide, who only a few moments before had a reconciliation with her.

Everett Sloane is Palance's agent, heavily accented and sickeningly obsequious. Corey is the $75,000 a year producer's public relations man, by his own confession a cynical Celt, and not shy about committing a murder if necessary. Miss Hagen is the wife of Palance's press agent who makes up her mind to have an affair with the intoxicated actor. Miss Winters is the girl who knew too much and solves that dilemma by walking in front of a bus.

Others in the cast, ably supporting the principals, are Ilka Chase, Wesley Addy and Paul Langton.

Running time, 111 minutes. Adult classification. Release, not set.

Skouras Delayed in Arrival in London

From THE DAILY Bureau

LONDON, Sept. 19.—Spyros P. Skouras, president of 20th Century-Fox, who was scheduled to arrive here by plane today following a business tour of the Orient, was unexpectedly delayed. He may possibly arrive tomorrow, it was said.

Skouras is to discuss plans for several pictures to be made here in CinemaScope and also will confer on phases of the pending deal by which his company will acquire the Schlesinger South African theatre interests.

C. J. Latta Coming Here

LONDON, Sept. 19.—C. J. Latta, ABPC's managing director, sails for New York Thursday on the *"Queen Elizabeth."* This is Latta's first visit to the U. S. in two years. He will have discussions with Warner Bros.' home office executives and—following ABPC's commercial TV contract—will study American TV presentation.

Leaves Rank P.R. Post

LONDON, Sept. 19. — Sydney Wynne has resigned his function as chief public relations officer of the Rank Organisation. He takes a seat on the board of directors of the advertising agency of Colman, Prentis and Varley.

UNESCO Meet on TV Film Exchange On

Television Today.. UNITED NATIONS, N. Y.—An international meeting of television and film producers and distributors opened in Tangier today to discuss practical measures for the increased international exchange of films and film footage for television.

The meeting, which will continue through Sept. 30, is sponsored by the United Nations Educational, Scientific and Cultural Organization and the International Zone of Tangier.

Topics on the agenda include legal problems such as copyright and performer's rights, customs and official clearances, censorship, methods of distribution and exchange of information. Other matters to be discussed are the possibility of organizing regular international program exchanges, professional relationships among writers, performers, technicians and relations with international trade and professional associations.

Delegates from the United States include James Nelson, special assistant to the president of N.B.C., Maurice Mitchell, president of Encyclopaedia Britannica, Paul Wagner, executive director, Film Council of America, and Paul Talbott, president of Freemantle Overseas Radio and Television.

For Latin America

UA Has Plan to Combat Effect Of Restrictions

Special to THE DAILY

MIAMI, Sept. 19. — Arnold M. Picker, United Artists vice-president in charge of foreign distribution, today disclosed the company's new Latin-American distribution program designed to overcome the twin problems of currency devaluation and government-fixed admission prices, which are affecting every American distributor in the area. Picker detailed the plan at the second meeting of UA's Latin-American convention here.

Despite the company's gains in billings in local currency, he said, dollar revenues in Latin America have fallen off over the past few years because of the "twin diseases" of devaluation and controlled admissions.

Receipts, Bookings Rise

In the first seven months of this year, United Artists local-currency receipts in Latin American countries have increased from a minimum of three per cent to 63 per cent over last year. In the same period bookings have advanced from approximately 49,000 to 60,000.

"With the concentration of UA's new quality product," Picker declared, "I believe that we can solve this problem that has afflicted every American distributor operating in the Latin-American market." He told delegates from 12 Latin countries that he was also hopeful that admission controls would be eased during the coming year.

Illustrating the paradox of increasing attendance and decreasing revenue, Picker cited UA business in Chile. For the first six months of this year, local-currency receipts are 54 per cent ahead of 1954, but the dollar return is 52 per cent behind. In the same period in Brazil, local-currency returns are 16 per cent ahead and dollar revenue 43 per cent behind.

As a result of the continuing devaluation-price controls problem, he said, the Latin-American territory over the past three years was contributing a progressively smaller percentage of American distributors' foreign revenue.

Johnston to London For UK Pact Talks

From THE DAILY Bureau

LONDON, Sept. 19. — Eric Johnston, president of the Motion Picture Association of America is scheduled to arrive here by plane tomorrow from the Near East to head the American negotiating team which will meet with representatives of the Board of Trade for talks on a new Anglo-U.S. remittance agreement.

20TH FILLS ALL YOUR

NOV

SUN | MON | TU

Election Da

Thanksg



THE BIGGEST PICTURE 20th HAS PRODUCED SINCE "THE ROBE"!

CLARK GABLE ★ JANE RUSSELL ★ ROBERT RYAN

in

THE TALL MEN

COLOR by DE LUXE

CINEMASCOPE®

co-starring

CAMERON MITCHELL

Produced by
WILLIAM A. BACHER and WILLIAM B. HAWKS

Directed by RAOUL WALSH • Screen Play by
SYDNEY BOEHM and FRANK NUGENT

From the Novel by CLAY FISHER



THE STAR OF THE YEAR TOPPING HER ACCLAIMED PERFORMANCE IN "LOVE IS A MANY-SPLENDORED THING"!



JENNIFER JONES

Good Morning, Miss Dove

co-starring

ROBERT STACK

COLOR by DE LUXE

CINEMASCOPE

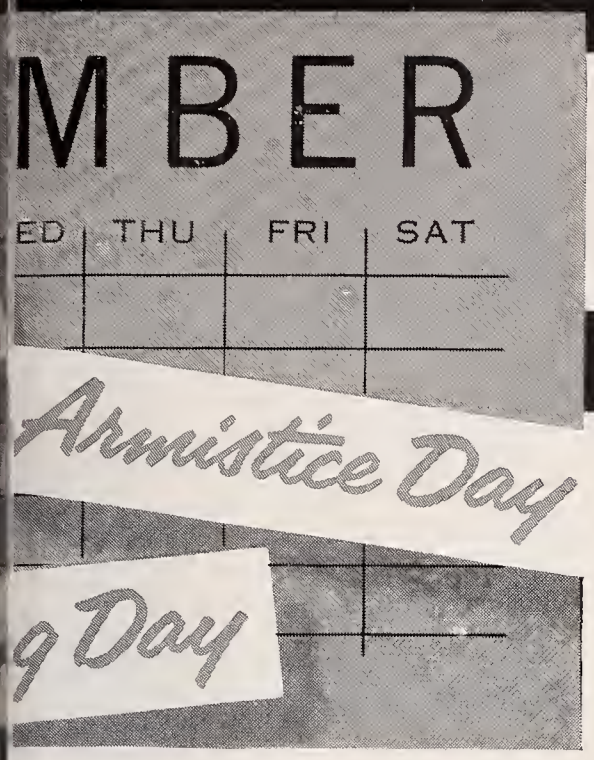
Directed by HENRY KOSTER

Produced by SAMUEL G. ENGEL

Screen Play by ELEANORE GRIFFIN

From the Best-Selling Novel by FRANCES GRAY PATTON

"It'll be a pleasure to do Novembe



HOLIDAY NEEDS!

FOR 11 SOLID MONTHS THE NATION'S TOP BEST-SELLER!

The View from Pompey's Head

RICHARD EGAN · DANA WYNTER · CAMERON MITCHELL

COLOR by DE LUXE

CINEMASCOPE

with

SIDNEY BLACKMER

Produced, Directed and Written for the Screen by PHILIP DUNNE

From the Novel by HAMILTON BASSO



THE NEW YORK AND LONDON DRAMATIC STAGE SUCCESS!

Alexander Korda presents a London Film

VIVIEN LEIGH · KENNETH MORE

in an Anatole Litvak production

THE DEEP BLUE SEA

by TERENCE RATTIGAN

co-starring ERIC PORTMAN · EMLYN WILLIAMS

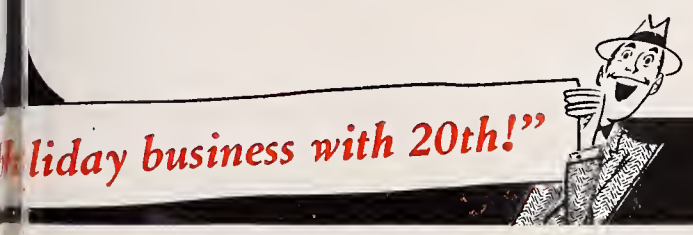
in Eastman Color

CINEMASCOPE

Screenplay by TERENCE RATTIGAN

Produced and Directed by ANATOLE LITVAK





PEOPLE

Iehiro Kono, Japan's Minister of Agriculture and Forestry and advisor to the Premier of Japan, was guest of honor in Hollywood yesterday at a luncheon given by the Association of Motion Picture Producers. Y. Frank Freeman was host.

□

Ben Gage has purchased **Liam O'Brian's** "Power of Attorney" as a starring vehicle for his wife, **Esther Williams.** It will be a CinemaScope production in color by Technicolor, and will be made in England and on the Continent.

□

George F. Holloran, St. Louis manager for 20th Century-Fox, spoke on "Main Strect and You" at a meeting of the Fulton Lions Club in St. Louis. His appearance was arranged by **Don Fike,** co-owner of the Fulton, Mo., Drive-In Theatre.

□

Mrs. Madge Chamness, widow of **Herman Chamness** of Carbondale, Ill., will continue to operate the Illinois Film Service, which distributes films to a number of southern Illinois towns. Chamness died on Aug. 21.

Myers Sees

(*Continued from page* 1)

influence the court in its consideration of the evidence relating to the others, but this is highly speculative."

Discussing the decree's provision pertaining to negotiations on terms for licensing films to 16mm. users Myers says: "The proposed licensee's only redress, in case the parties are unable to get together, would be to eomplain to the Department of Justice in hopes that it would institute contempt proceedings. In the event of such proceedings, thc issue would be Republie's good faith. It would add up to compulsory arbitration of film rentals by publie authority which, I should think, would be infinitely more objeetionable than the voluntary arbitration which the film companies spurn."

Warns of Consequences

Myers adds that "While the decree may not be too important in its application to Republic, it would lead to serious consequenccs if applied to other companies—not only to exhibitors but the companies also." He concludes by saying he "believes it is the purpose of the remaining defendants to remain in and oppose the case."

U-I Signs Van Johnson

HOLLYWOOD, Sept. 19. — Van Johnson has been signed by Universal International to star in Everett Freeman's "Kelly and Me," a story of a vaudevillean and his dog. Robert Arthur will produce the film, which will have one of Universal's high budgets next year.

Plan N.Y. Film Festival

(*Continued from page* 1)

25 important films premiered here during the season. He contrasted this with a figurc of five such premieres held in previous summers.

The Mayor went on to say that as a result of the interest generated among visitors plans are now under way to hold an international film festival next year.

Among those attending from the industry was Sam Rosen, executive vice-president of Stanley Warner, who also is a member of the board of the New York Convention and Visitors Bureau. A spokesman for the bureau said he felt Rosen would be working closely with the Mayor in developing the festival plans.

Meanwhile, it was learned that the bureau plans to hold conferences with various branches of the industry on festival plans, which, according to a spokesman, at this stage have yet to be spelled out.

Others from the industry who attended the luncheon included Sol Schwartz, president of RKO Theatres; Eugene Picker, vice-president of Loew's Theatres; Max Fellerman, of Lopert Films; Harry Goldberg, director of advertising and publicity for Stanley Warner; Robert Shapiro, managing director of the Paramount Theatre; William Moclair, managing director of the Roxy; Irving Evans, vice-president and assistant managing director of Radio City Music Hall; G. Cote, of Loew's Inc.; N. Hasselow, United Artists Corp.; N. J. Matsoukas, Magna Theatre Corp.; H. L. Smith, Columbia Pictures; and Jack Payton, Warner Theatres.

16mm. Defendants

(*Continued from page* 1)

prior to the start Thursday of the industry's anti-trust case before Federal Judge Leon R. Yankwich. An announcement may be made Tuesday or Wednesday.

Meanwhile, it was learned, Pictorial Films, Inc., another defendant in the case, several weeks ago entered into a stipulation with the Department of Justiee under which, in effect, it agreed to be bound by any consent deeree or verdiet which might be reached in the litigation.

This means that Pictorial Films need not present a defense in the suit, which seeks to foree the release to television and other outlets the 16mm. versions of theatrical features.

Because of the form it took, thc stipulation passed without notice when it was entered in the growing court records of the suit filed July 22, 1952.

From all indications, the remaining major companies—20th Century-Fox, Warners, RKO, Columbia and Universal — will defend themselves against the charges of restraint of trade in 16mm. showings, rather than accept a consent decree as Republic Pietures did.

New Company

(*Continued from page* 1)

formation of Lion Films, which will handle overseas distribution of B-L and Woolf releases primarily, although it will handle other British films, too, for export.

It is emphasized that the Government ostensibly is not interested in the new company but, nevertheless, 50 per cent of its stock is held by B-L and Keeling and David Kingsley, managing director of the Government's N.F.F.C., dominate its board.

Lion Films has a nominal capital of £25,000 with shares taken up at par by B-L and Woolf. In addition to Keeling and Kingsley, Sir Arthur Jarratt also is a director. Ralph Bromhead is managing director. The new company does not plan to establish overseas exchanges. Said Kingsley: "Ours will be a Fabian policy of infiltration."

To Honor Kaye

(*Continued from page* 1)

man, JDA industry chairman, Barney Balaban, a member of the JDA industry awards committee, and Kaye.

Balaban, speaking briefly to the press before Kaye's arrival, expressed hope that Kaye's work on behalf of ehildren throughout the world will be an inspiration to other popular personalities within the industry.

Brandt said the "Human Relations Award" will be given out annually.

Thc luncheon, to bc held at the Waldorf Astoria, will have as its chairman Paul Lazarus, Jr., vice-president in eharge of advertising, publieity and promotion of Columbia Pictures.

Industry Goal Is $100,000

JDA is the fund-raising ageney for the American Jewish Committee and the Anti-Defamation League of B'nai B'rith. The industry's target in New York City is $100,000, while the national goal is $5,000,000, it was announeed.

Serving as eompany chairman for the luneheon will be: Morey R. Goldstein, Allied Artists; Edward L. Hyman, American Broadcasting-Paramount Theatres; Abe Sehneider, Columbia Pictures; Irving H. Greenfield, Loew's; Burton E. Robbins, National Screen Service Corp., Balaban, Paramount Pietures; Leon J. Bamberger, RKO Pietures Corp.; and Harry Mandel, RKO Theatres.

110 Licenses

(*Continued from page* 1)

division, MPEA headquarters confirmed yesterday.

The new pact, retroactive to July 1, allows MPEA member companies 110 import licenses, plus direct remittance of $235,000 per month, it was said. The agreement also provides for a $50,000 bonus remittanee to MPEA member eompanies on each picture shown at the Cannes Film Festival.

Under the old two-ycar agreement MPEA members were allowed only 109 lieenses and remittances of $200,000 per month.

Goldwyn vs. F.W.C. Trial Set for Oct. 4

Special to THE DAILY

SAN FRANCISCO, Sept. 19.—Judg Edward P. Murphy of the U. S District Court for Northern Califoi nia has set Oet. 4 as the date for th trial of the civil suit for injunctio and damages brought by Samue Goldwyn Productions against Fo West Coast Theatres Corp. The dat for the hearing of arguments on th motion for the produetion and inspec tion of doeuments has been postpone from Thursday to Sept. 29.

See Theatre TV of Bout Tonite Setting New Gross Records

Over 350,000 fans seated in 12 theatres and four Veterans Adminis tration Hospitals in 92 cities will se the closed circuit telecast of the Mar ciano-Moore heavyweight champion ship bout which will take place her tonight at Yankee Stadium at 10:3 P.M. (EDST).

The Weather Bureau has informe the International Boxing Club, pro moters of the title event, that hur rieane "Ione" should bypass the Ne York area early today. The IBC an Theatre Network Television hav made provisions to present the figh on Wednesday or Thursday night. necessary.

'Million-Dollar Gate'

Nathan L. Halpern, TNT presiden says that on the basis of the numbe of theatres which will present th bout, a "million-dollar gate" is a vir tual certainty.

Theatres within a 50-mile radius c Yankee Stadium are blaeked out. Th American Broadcasting Co. radio network will broadcast the fight t over 500 stations in this eountry Alaska, Hawaii, Guam, Puerto Ric Cuba, Canada and South America an the Armed Forees Radio Network an Voiee of America.

Police to Watch For Bogus Fight Tickets

BUFFALO, Sept. 19. — Police wil be stationed at the Century Theatr here tomorrow evening to intereep forged tiekets to the Marciano-Moor closed cireuit teleeast if any are pre sented, Deteetive Chief John C. Go ombeek said today.

Library of Shorts To Cinema-Vue

Television Today..

More than 200 cartoo and comedy one-ree and two-reel short sub jects have been aequired for exclusiv television distribution by Cinema-Vu Corp., it was disclosed yesterday b Francis D. Smith, vice-president an general sales manager. The librar was obtained from Cinepix, whos operations were headed by Smith be fore he joined CinemaVue.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 57 NEW YORK, U. S. A., WEDNESDAY, SEPTEMBER 21, 1955 TEN CENTS

raws Comments

'ind Interest ively in N.Y. 'estival Plan

OA's Levy in Favor; lan New to Balaban

By MURRAY HOROWITZ

A lively interest in the possibility staging an international film festi- in New York City was displayed many top film executives here yes- day, although they expressed a de- e to know more about the project fore formally endorsing it.

The project, disclosed on Monday Mayor Wagner, received a strong

(*Continued on page 7*)

OA to Study CEA's perations for U.S. doption, Levy Says

By LESTER DINOFF

The operational methods of Great itain's Cinematograph Exhibitors sociation, primarily those which uld be adopted for American use, ll be closely idied and ex- ored by The- e Owners of nerica for ssible intro- uction here, erman M. evy, TOA neral counsel, ated yester- y on his re- rn here oard the Queen Mary" om a six eeks trip abroad.



Herman Levy

Levy, who met with over 100 lead-

(*Continued on page 8*)

New British Firm Lines Up Product

"John and Julie," in EastmanColor, ill be the first film provided by ritish Lion for the newly-formed orld-wide British distribution com- any, Lion International Films, Ltd.,

(*Continued on page 8*)

'As Important to Nation as Prohibition'

Toll-TV Merits Should Be Made 1956 Campaign Issue: Sarnoff

From THE DAILY Bureau

WASHINGTON, Sept. 20.—The relative merits of free television and subscription television should be made an issue by candidates in the 1956 Presidential election, Brig. Gen. David Sarnoff, chairman of the board of the Radio Corporation of America, declared in an address here today before the Advertising Club of Washington.



David Sarnoff

"I recommend in all seriousness that the issue between free and paid TV be considered by those who draft the programs of the major political

(*Continued on page 6*)

Name RCA's Olsen Recipient, SMPTE '55 Warner Award

Dr. Harry F. Olsen, director of the RCA Acoustical and Electromechanical Research Laboratory, has been selected by the Society of Motion Picture and Television Engineers as the recipient of its Samuel L. Warner Award for 1955, it was announced by SMPTE president Dr. John G. Frayne.

The gold medal and citation will be presented to Dr. Olsen on Oct. 4, during the SMPTE's 78th semi-annual convention at Lake Placid Club, Essex County, N. Y.

Dr. Olsen was selected for the results of his productive career in audio engineering, including his work on the velocity microphone, the duocone speaker for high fidelity sound

(*Continued on page 6*)

Para. Sales Heads To Meet in Chicago

A Paramount division managers meeting will be held tomorrow and Friday at the Ambassador East Hotel, Chicago, to discuss sales plans for the distribution of new product and the advertising and publicity campaigns that are being set up for the pictures.



George Weltner

George Weltner, Paramount head of worldwide sales, will preside at the meeting, which also will be attended by E. K. O'Shea and Hugh Owen, vice-presidents of Paramount Film Distributing

(*Continued on page 6*)

Drive-ins Hurt by Ione in N. Carolina

Special to THE DAILY

CHARLOTTE, Sept. 20.—Hurricane Ione, packing more power than earlier storms of the season, blasted North Carolina destroying or damaging a large number of drive-in theatres and making heavy inroads in attendance at standard theatres along the Coast from Georgia to Virginia.

Film delivery companies said that shipments were made on schedule to New Bern, Kinston, Morehead City and Washington on the Coast. Power failures closed many theatres in the affected areas last night and today.

Sarnoff Backs Right To Withhold 16mm.

From THE DAILY Bureau

HOLLYWOOD, Sept. 20. — Brig. Gen. David Sarnoff, board chairman of Radio Corp. of America, in a deposition taken at New York City on July 19, said if theatrical film producers had denied 16mm. prints to non-theatrical consumers "on economic grounds" their action was "their own business," in his opinion. He added it was "not false economics from their standpoint."

In a deposition made available to the press today by government at-

(*Continued on page 7*)

Talks Start Today

See Renewal Of Anglo-U.S. Pact Likely

But Arnall Says Full Convertibility Wanted

By WILLIAM PAY

LONDON, Sept. 20.—On the eve of the opening of negotiations on a new Anglo-U. S. industry sterling remittance agreement, experienced observers inside and outside the trade here feel that the most likely outcome is that the status quo of the present agreement will be maintained for another year.

Both the American and the home negotiating teams appear to understand in advance that full convertibility of the American film companies' sterling here is unlikely still, in view of the current deterioration in Britain's balance of payments position.

Trading of the negotiators is expected to be on lesser issues, probably without significant changes in the existing agreement which expires Sept. 30. It permits the American

(*Continued on page 8*)

Nagata Seeks MPAA Representation on Jap Reviewing Group

Participation of the Motion Picture Association of America in Japan's film regulatory reviewing committee was urged here yesterday by Masaichi Nagata, president of the Daiei motion picture company of Tokyo.

Nagata said one of his primary reasons for visiting the U. S. is to talk

(*Continued on page 7*)

Title Bout Set for Tonight After Delay

The scheduled 15-round heavyweight championship fight between Rocky Marciano and Archie Moore will take place at 10:45 P.M., EDST, tonight at Yankee Stadium, the International Boxing Club announced following postponement of the title

(*Continued on page 7*)

PERSONAL MENTION

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, is in Boston from New York.

•

RUBE JACKTER, Columbia Pictures assistant general sales manager, became a grandfather when his daughter, MRS. LEONARD KAHN, gave birth to a child at Mt. Sinai Hospital here.

•

WALTER VINCENT, veteran exhibitor and president of the Actors Fund of America, and MRS. VINCENT yesterday celebrated their Golden Wedding Anniversary.

•

WILLIAM B. ZOELLNER, M-G-M short subjects sales manager, will arrive in Albany today from Boston.

•

WALT DISNEY will arrive in New York tomorrow from Hollywood and will go to Georgia at the weekend.

•

EDWARD L. KINGSLEY, of Kingsley International, has returned to New York from Europe.

•

M. A. GOLDRICK, manager of Westrex Co., Orient, has arrived in New York from Tokyo.

•

ELSA LANCHESTER and LARAINE DAY arrived here yesterday from the Coast via TWA.

•

DONALD O'CONNOR will sail from New York for Europe today aboard the "Liberte."

Warner Theatres Out Of Essaness Action

CHICAGO, Sept. 20. — Warner Brothers Theatres, Inc., today was dismissed from the Essaness anti-trust action as pre-trial proceedings were concluded. Dismissal follows similar action yesterday with respect to Balaban & Katz and its president, John Balaban.

Selection of a jury is expected to take place tomorrow.

All SAG Officers Are Re-Nominated

HOLLWOOD, Sept. 20.—All but two of the present officers of the Screen Actors Guild have been nominated for election to another term, nominating committee chairman Edward Arnold announced tonight. Dana Andrews and William Lundigan have been nominated for second and third vice-president, respectively, to succeed John Lund and Ronald Reagan, who declined re-nomination.

Government to Ask New Schine Trial

BUFFALO, Sept. 20. — Frank G. Raiehle, attorney for Schine Chain Theatres, has received notiee that a motion for a new trial will be made here next Monday before Federal Judge Harold P. Burke by the Department of Justiee in its aetion eharging Sehine with violating its anti-trust eonsent deeree.

Trial of the original aetion had been eompleted but the presiding judge died before handing down a deeision.

32-35 U.A. Releases For Latin America

MIAMI, Sept. 20.—Thirty-two to 35 United Artists releases, representing the biggest concentration of product in the company's 36-year history, will go into distribution in Latin America during the next 12 months, it was announced today by Arnold M. Picker, vice-president in charge of foreign distribution, at the third session of UA's Latin-American convention here.

At least six of these features will be in CinemaScope, one in SuperScope and 13 in color. Territories figuring in the distribution program are Argentina, Brazil, Chile, Colombia, Cuba, Mexico, Panama, Peru, Puerto Rico, Trinidad, Uruguay and Venezuela.

A number of the releases are being screened for delegates at the convention, which is setting Latin-American distribution and promotion activities for the coming year. The final session will be held Friday.

Fordham Medal to Be Awarded CBS' Hayes

Arthur Hull Hayes, president of CBS-Radio, will be honored by the Catholie Institute of the press with the presentation of the Fordham University Insignis Medal "for outstanding achievements in the field of communications."

The Very Rev. Laurence J. McGinley, S.J., Rector of Fordham University, will make the presentation at a C.I.P. meeting at the Hotel Biltmore here tomorrow evening.

Relder Named 'U' St. Louis Manager

Morris Relder, Universal Pictures sales manager in Kansas City, has been promoted to branch manager there, replacing Jack Langan, resigned, Charles J. Feldman, vice-president and general sales manager, announced yesterday. Relder's promotion is effective next Monday.

Allied Artists Slates Seven Films, 3 CS, For Filming by 1956

From THE DAILY Bureau

HOLLYWOOD, Sept. 20. — Seven motion pictures, including William Wyler's "The Friendly Persuasion" which is now in production, will be produced by Allied Artists by the end of 1955 at the rate of two per month, starting Oct. 10, Walter Mirisch, AA executive producer, said today.

"These seven pictures to be in production during this period represent the most important program ever scheduled for a similar time in the company's history," Mirisch stated.

The first of the group is "The First Texan," in CinemaScope, which will be followed in the October production schedule by "The Legionnaire," also in CinemaScope. Slated for November are "Three for Jamie Dawn," and "Crime in the Streets." Beginning on Dec. 6, the third CinemaScope film set for AA production, "Cattle King," will roll and it will be followed by "Ariane," which will be produced by Billy Wilder, Mirisch said.

Pasadena Playhouse To Be Re-Activated

HOLLYWOOD, Sept. 20. — The Pasadena Playhouse, where many Hollywood stars got their training, will edge closer into professional activity in consequence of the formation of Pasadena Playhouse Affiliates, Inc.

PPA contemplates an arrangement with major studios under which (1) the latter would try out story properties by presenting them in stage form with contract players, and (2) would film a television series under the title "Pasadena Playhouse Presents."

Skouras in London For Product Talks

LONDON, Sept. 20. — Spyros P Skouras, president of 20th Century-Fox, has arrived here from Singapore following a six-week business trip through the Far East surveying industry conditions and the progress of CinemaScope in the area.

During his stay here, Skouras will meet with Darryl F. Zanuck, production head of the company, and Joseph H. Moskowitz, vice-president and Eastern studio representative, on production matters. He will also confer with leading British producers and will view a rough cut print of "The Man Who Never Was," in CinemaScope, an Andre Hakim production starring Clifton Webb and Gloria Grahame, which 20th Century-Fox is releasing.

Upon the completion of conferences, Skuoras will fly to New York.

. . . NEWS ROUNDUP

Chicago 'Trib' Rating Fil

The motion picture section of "Chicago Sunday Tribune" carries a new guide to the be films, with an additional family ing, which the "Tribune" consi will be helpful to parents who v to be selective about the films t youngsters see. The ratings for far fare will be conservative, and necessary brutality or violence as as extremely adult themes will be recommended.

■

St. Louis Houses Reopene

The Carver Theatre in St. L has been reopened by Charles G man and Jules Leventhal after a modeling job which included insta tion of equipment for CinemaSco VistaVision, Superscope, and ot improvements. The Amythis The has been reopened by Marvin Ba while on the Illinois side of the ri theatres in the St. Louis area wh have reopened include the Ma Maplewood Park; Louise, Louisvi and Vernon Elliott, Clay City.

■

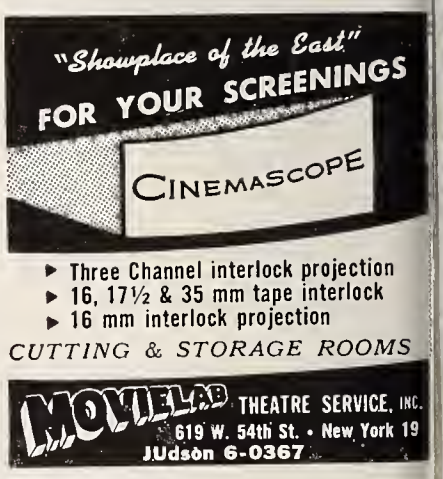
Army Band for Film Bow

The 1st Air Force Marching B from Mitchel Field will take part the New York premiere of Warn "The McConnell Story" at the As Theatre here Sept. 28. The band v parade down Broadway to the As Theatre.

■

Re-Light Cleveland Theatr

Cleveland exchanges report the opening of several small town th tres that were closed during the su mer. They include the Ross, Rossfo Rockford, Rockford; Park, North Ca ton and the Willow (Clyde), Cly The Willow has been taken over Ruce Hoffman and Charles Miller.



▸ Three Channel interlock projection
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GET NOISY!

If you haven't posted this free teaser 1-sheet in your lobby order it now from your M-G-M Branch! Free teaser trailer, too! Sock 'em! Shock 'em! A great show for showmen!



THIS IS HOW IT STARTED!

an innocent date at the beach–then THIS



Come–you can sit with the jury at the trial that rocked and shocked the nation!

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THE NATION BEGINS TO POINT AGAIN!

This is how "Blackboard Jungle" started on its record-breaking career. The talk has already begun about M-G-M's new explosive, dynamite attraction. M-G-M backs it with a powerful nationwide 24-sheet posting campaign, dramatic newspaper campaign, sock ads in national magazines, sizzling spots on TV and Radio. You've got a ready-made money-show. Get behind "TRIAL". The verdict: SMASH!

M-G-M presents "TRIAL" starring Glenn Ford · Dorothy McGuire · Arthur Kennedy · John Hodiak · Katy Jurado · with Rafael Campos · Juano Hernandez · Written by Don M. Mankiewicz from his Harper's Prize Novel · Directed by Mark Robson · Produced by Charles Schnee

(Available in Perspecta Stereophonic or 1-Channel Sound)


KEEP BACK
500 FEET
Now...everyone



can ride the hook-and-ladder!

Clanging bell! Shrieking siren! Giant apparatus roars across the big screen, disappears up the street. Audiences settle back; every last seat-holder has had his money's worth . . . wants to see more big-screen shows. Problems, of course, with this type of presentation . . . answered by new technics in production, processing, and projection — developed in co-operation with the Eastman Technical Service working hand-in-hand with the industry. Branches at strategic centers. Inquiries invited.

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East Coast Division
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Midwest Division
137 North Wobosh Ave., Chicogo 2, Ill.

West Coast Division
6706 Sonto Monico Blvd., Hollywood 38, Colif.

Para. Heads

(*Continued from page* 1)

Corp., Jerry Pickman, vice-president in charge of advertising-publicity; Charles Boasberg, special assistant to Weltner; Robert J. Rubin, vice-president; Sidney Deneau, assistant to C'Shea; Al Fitter, assistant to Owen, and Cordon Lightstone, Paramount Canadian general manager, Toronto.

The division managers who will attend are: Bryan D. Stoner, Central, Chicago; Neal East, Western, Los Angeles; Howard G. Minsky, mid-East, Philadelphia; Tom Bridge, Southwestern, Dallas; Phil Isaacs, Rocky Mountain, Denver; John G. Moore, Eastern, Boston, and Gordon Bradley, Southeastern, Atlanta.

ATONJ Sets Sept. 28 Meet on Tax Issue

The membership of Allied Theatre Owners of New Jersey will meet here on Sept. 28 for further discussion of the proposed new Compo tax reduction campaign.

The ATONJ could not reach a conclusive agreement on the issue after a three-and-a-half hour meeting on Sept. 13 and scheduled further talks on the matter.

The significant developments in television and their meaning . . .

Every Monday in

Television Today

Right at the start of the week—through an interpretive new style of trade paper journalism — this concise report of the significant news and events keeps you posted quickly and easily.

Television Today

Published every Monday in conjunction with *Motion Picture Daily*

Television--Radio

with Pinky Herman

HUBBELL ROBINSON, JR., veep in charge of CBS-TV programming has signed Paul Gregory to produce the "Caine Mutiny Court Martial," as the third "Ford Star Jubilee" 90-minute color production skedded for Saturday, Nov. 19 (8:30-11:00 P.M., EST). Adapted for TV by the author, Herman Wouk, Gregory will reunite the original Broadway cast including Lloyd Nolan, Barry Sullivan, John Hodiak and Russell Hicks, the telecast originating in Hollywood. . . . This desk has just received an oversized postcard from Anita Ekberg who had her pitchur took with Charles McGraw in front of Rock's Place, Casablanca, reminding us that her new "Warner Bros. Presents" series of "ABCasablanca" TV programs is headed our way. . . . TV's oldest family dramatic-comedy CBSeries, "Mama," starring Peggy Wood with Judson Laire, Dick Van Patten, Rosemary Rice and Robin Morgan returns to the airwaves Friday, Oct. 8 (8:00-8:30 P.M.) for the seventh consecutive year.

☆ ☆ ☆

In order to acquaint everyone with his new telefilm CBSeries, "The Honeymooners," bankrolled by General Motors (Buick), Jackie Gleason will host at a cocktail party and buffet dinner tomorrow evening at the Tropical Room of the Park Sheraton Hotel. Aiding and abetting will be Art Carney, Audrey Meadows, Jack Hurdle, Bullets Durgom and Jack Philbin. . . . With Ronald Reagan, host and program supervisor of "General Electric Theatre" TV CBShows, the fall line-up of motion picture stars already signed for the series include Kathryn Grayson, Alan Ladd, Ethel Barrymore, Raymond Massey and Francis L. Sullivan. Newest Hollywood luminary to brighten G.E.T. is Ann Harding, who'll star in the first of the new series, "Tryout," an original drama of "Backstage Hollywood" by Robert Wallson Sunday, Oct. 2 in the 9:00-9:30 P.M. slot. . . . WABD, CBS Films and Goodman's, Inc. will gather newshawks, sponsors, agency execs and other landlubbers to a "Pirate Ball" at the Du Mont Teleeentre this afternoon to preview the new telefilm series, "Long John Silver" which WABDebuts Thursday at 8:00 P.M.



Jackie Gleason

☆ ☆ ☆

Guild Films execs quite proud of the fact that of the record August sales totalling $800,000, "Confidential File," Paul Coates' hard-hitting documentary series, set the pace—all the more remarkable in view of the fact that the program only made its national debut last week. . . . Move over there, Roy Rogers, Gene Autry, Lone Ranger, Hopalong Cassidy, Clint Walker, Pee Wee King, Tennessee Ernie and all you hombres from the wild, wide-open spaces and make room for another group of Westerners, "Abbie Neal & Her Ranch Gals," heading your way TVia 26 half-hour musical telefilms, produced in color and b & w by National Telefilm Associates, Inc. . . . Arthur (Art) Flynn, well known publicist whose clients include the New York Giants and Gillette Safety Razor, and who has been active for years on behalf of the New York Firemen's Association, will open a new restaurant, "The Cameo," Thursday, in partnership with Duke Mannecher, located at 139 E. 53rd St. The sporting fraternity, Broadway and TV personalities will be entertained by NBC's Matt Dennis and songstress Georgia Carr.

☆ ☆ ☆

Herb Shriner's initial venture into straight dramatic roles which will be seen Wednesday, Oct. 5, TVia the Eastman Kodak sponsored "Screen Directors Playhouse" series, should prove a winner. The vehicle, "Meet the Governor," was scripted by Leo McCarey, who won an "Oscar" for his original story, "Going My Way." The chief cameraman was Alfred Gilks, who won an "Oscar" in 1951 for his cinematography on "An American in Paris"; the director, McCarey, who won his first "Oscar" for his direction of Irene Dunne and Gary Grant in "The Awful Truth." . . . Aside to Milt Ford, former WMAL (Washington, D. C.) deejay whose new all-nite live TV series, "Night Time New York" bows in tonite at 1:00 A.M. over WOR. Dan Healy, who's been the Big Burg's "Night Mayor" for more than a decade and who personally knows more performers, politicans and New York lore than any other individual, and himself a performer and raconteur of no mean ability, is a natural to work with you.

Sarnoff

(*Continued from page* 1)

parties," Sarnoff stated, urging th the candidates for public office be couraged to study the problem a declare themselves clearly to electorate.

Sarnoff stated that "if this issue ceives the forthright attention it serves, the voters in our land will ha the opportunity to decide the qu tion for themselves." It is the Am ican people who should constitute judge and jury, the RCA head clared, for "the ultimate decision, good or ill, will have a direct impa upon their everyday life, their ec omy, their culture."

Seen Nationally Vital

Subscription television is importa to the whole country, Sarnoff said, was prohibition in its time. He the fore felt justified, he went on, in p posing that "it be submitted to u ultimate suffrage of public opinion- suffrage based not on guess wo slogans or prejudices, but on wid knowledge and understanding of facts."

The chairman of the board of RC also mentioned in his address the i pact of color television on the Am ican home and the nation's econom stating that "by the end of 1956, will be a major factor in the industr We are now witnessing the beginni of the break-through of color-TV a this is the big change in television."

Presented Award

Sarnoff was presented with t Achievement Award of the Advert ing Club of Washington during t luncheon.

RCA's Olsen

(*Continued from page* 1)

reproduction, and his contributions the development and improvement phonograph pickup and recordi equipment, underwater sound equi ment, and sound motion picture an public address systems, SMPTE sai

SRO for Benefit Bow Of 'Left Hand of God

With tickets, priced from $5 t $100, sold out several days ago, 20t Century-Fox expects a New York re ord to be set by the charity premier of "The Left Hand of God" whic will be held tonight at the Roxy Th atre here for the benefit of the Boy Towns of Italy.

The debut of the Buddy Adler Cine maScope production starring Hum phrey Bogart, Gene Tierney and Le J. Cobb, will be viewed by an audi ence of approximately 6,000, includ ing top-ranking diplomatic and politi cal figures, social and business leader and the press.

Theatre-front proceedings will b carried live over TV station WAB from 8:30-9 P.M., and will be re ported nationally by the Mutual net work and internationally by the Armed Forces Radio Service.

estival Plan

(*Continued from page* 1)

ost from Herman Levy, Theatre wners of America general eounsel. vy, arriving here from Europe yesday, wholeheartedly weleomed the a.

Howard Dietz, Loew's viee-presint and director of advertising, pubity and exploitation, said "I haven't ought of an international film festi- for New York, but it's a good ee for it."

Other film company and eircuit exatives, while expressing interest in e project, withheld comment until ns are more detailed. Mayor Wagr, in his speeeh before Monday's heheon meeting honoring the New rk Convention and Visitors Bureau, d that plans are underway to hold e festival in 1956. They have not t developed to the stage at whieh lustry cooperation must be enlisted, t industry interest in the projeet is ely, nevertheless.

'In Formative Stage'

A bureau spokesman, asked for dels of the plan, said that at this point erything is in the "formative stage" d it will take time before more deled information ean be announeed. went on to say that while 1956 y be a target date, the possibility sts that it may be held after next ar.

Levy, asked for eomment, exessed hope that if the plan is reald, the festival eould be tied in th the 1956 TOA eonvention and position at the New York Colosseum September. TOA, he went on, has ways favored sueh a festival in the S., eiting the unsueeessful TOA atnpt five or six years ago to inaurate one.

Paramount Pietures president Bary Balaban, asked for eomment, said d have to know more about it. e seen or heard nothing."

A spokesman for the Motion Pie- e Association of America said that MPAA has not as yet diseussed project.

itle Bout

(*Continued from page* 1)

nt yesterday due to Hurricane ne.

If weather eonditions still are untable tonight, the fight will be put r until tomorrow night.

Theatre Network Television, whieh o present a elosed eireuit teleeast the fight in 128 theatres and four teran's hospitals in 92 eities, said t AT & T line elearanee is still set all theatres whieh have contraeted the bout.

ew's State, St. Louis, d Out for Bout

ST. LOUIS, Sept. 20.—All tiekets the teleeast of the Mareiano- ore ehampionship bout at Loew's te Theatre here have been sold. cording to manager Frank Henson, ew's offered 3,100 unreserved gen- l admission tiekets at $3.65 eaeh l about 100 loge seats at $5 eaeh.

REVIEW:

'Blood Alley'

Batjac-Warner Brothers-CinemaScope

HOLLYWOOD, SEPT. 20

EXHIBITORS HAVE A LOT to play with in exploiting this exciting melodrama which is about as topical as the newspaper headlines of tomorrow. Initially, the names of John Wayne and Lauren Bacall are enough marquee bait to insure substantial patronage, and secondly, the timeliness of the story, dealing as it does with the conflict between Red China and Nationalist China will give it an added push.

This lively story—the tale of a ferryboat kidnapped by Chinese opposed to the Red regime and its trek down "Blood Alley"—is told with seeming authenticity and the leavening of romance, but there are several factors mitigating against the success that this CinemaScope and Warnercolor feature should enjoy. Among them are certain verbal passages and situations which tend to make this Batjac Produetion an adult film.

Also among the faetors whieh hinder the pace is the great amount of dialogue in Chinese, without explanation. There is the apparently self-conseious introduction of several sub-titles explaining the Chinese verbiage in several scenes, but for the most part the meanings are left to the imagination of the audienee.

The tedious opening shows Wayne, a Yankee skipper imprisoned by the Chinese, talking to himself and a mysterious "baby"—never quite explained fully except that "baby" is a woman—in order to lay the groundwork for the plot and to explain why the Chinese Reds have not successfully brainwashed him. Wayne is rescued from his plight by Nationalist Chinese who want him to take a kidnapped ferryboat with refugees down "Blood Alley," the Formosa Straits.

The action scenes which follow are extremely well-directed by William A. Wellman along with excellent photography by William H. Clothier. The tension mounts as red gunboats seek out the ferryboat in a fog, and a Red-indoerinated Chinese family attempts to take over the ship.

The charaeterizations by Wayne and Miss Baeall are extremely stereotyped in this adaptation of his own novel by A. S. Fleischman. There are no other marquee names except Anita Ekberg, whose shapeliness is smothered by padded garments.

Running time, 115 minutes. Adult classification. Release in Oetober.

Nagata Seeks

(*Continued from page* 1)

with MPAA officials on his proposal aimed, aceording to Nagata, at stemming the pressure for governmental eensorship in Japan.

Speaking through an interpreter, Nagata also said he understands "some sort of agreement" has been reached looking toward an $8,000,000 loan by the U. S. film industry to Japanese enterprises. The loan, he said, is part of an agreement to unfreeze approximately $10,050,000 of American film companies' funds in Japan.

A Leader in Nippon

Nagata, whose eompany is one of the most prominent film eompanies in Japan, said that other reasons for his visit to the U. S. are:

¶ The eonelusion of a barter agreement with Metro-Goldwyn-Mayer, under which M-G-M will gain the distribution rights to "Gate of Hell" and "Ugetsu," Daiei produetions, in the Latin and South Ameriean markets, while Daiei will distribute M-G-M's "Carbine Williams" and another yet-to-be-seleeted M-G-M film in Japan.

¶ Talks with M-G-M produetion people in Hollywood on the possibility of easting Maehiko Kyo, who starred in "Gate of Hell," in M-G-M's "Teahouse of the August Moon."

Before leaving for the Coast on Saturday, Nagata said he will hold eonferenees with MPAA offieials looking toward that organization's partieipation in Japan's regulatory film reviewing committee. Sinee the showing of "House of Bamboo" and "Blaekboard Jungle" in Japan, Nagata eontended, loeal eensorship forees on the prefecture or state level have been gaining ground. He went on to say that all foreign film produeers, ineluding Ameriean independents outside the MPAA partieipate in the Japanese reviewing committee.

Sarnoff Backs

(*Continued from page* 1)

torney Samuel Flatow, General Sarnoff said he never had sought to obtain any speeifie pieture from any speeifie produeer or for any speeifie teleeasting purpose, although he understood there had been negotiations between NBC and eertain produeers for films to use in "speetaeulars." He said he did not know the outeome of these talks.

The RCA offieial said he had diseussed the release of theatrieal films to television with Nicholas Sehenek, Spyros Skouras and Warner Brothers, but only in an informal way as a topic of general eonversation, and not in a business sense.

PEOPLE

Robert J. Murphy, president and business agent, and James Dempsey finaneial seeretary of New Orleans Loeal 39, IATSE were honored by fellow members at a testimonial dinner reeently at the Roosevelt Hotel, New Orleans. Riehard Walsh, IA president, was the guest speaker and A. S. Johnstone president of Loeal 293, was toastmaster.

¤

David Dallas, eity manager for Mid-Central Theatres, Manhattan, Kans., has been eleeted exeeutive direetor of the Kansas Film Guild, whieh was organized last year to stimulate interest in art and authentic historieal films.

¤

C. C. Woods has resigned as city manager for Durwood Theatres, St. Joseph, Mo., to beeome general manager of United Theatres in New Orleans. Al Boos, former manager of the Missouri in St. Joseph, is his sueeessor.

¤

Steve Miller, manager of the Owen Theatre, Branson, Mo., played the role of Frank James in a 15-minute film ealled "Ozark Treasure" to be shown on TV this fall.

Buffalo Police Hold Fake-Ticket Suspect

Special to THE DAILY

BUFFALO, Sept. 20.—Poliee have eharged a 35-year-old man with tieket speeulation in eonnection with their probe of alleged counterfeiting of tiekets for the television theatre showing of the heavyweight ehampionship bout.

Prisoner was Salvatore Vareo, of his eity, who when taken into eustody emphatieally denied any eonnection involving the fraudulent tiekets.

Four Are Held in Pittsburgh On Counterfeit Tieket Charge

PITTSBURGH, Sept. 20.—Poliee are holding four men for further investigation for selling counterfeit theatre-TV tickets to the Mareiano-Moore televised fight at the Penn Theatre.

SCRIPT READY?

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Commerce Reports

U.S. Industry's Exports 20% Higher in '55

From THE DAILY Bureau

WASHINGTON, Sept. 20.—Exports of motion picture films and equipment for the first half of 1955 were up 20 per cent over the amount exported during the first half of 1954, the Department of Commerce reported today.

Exports in the first half of 1955 totalled $22,237,794, the Department said, compared to a 1954 figure of $18,457,874 for the first six months.

Exports of unexposed motion picture film and exposed feature film rose sharply during the period, as did exports of arc lamps for motion picture use, according to Nathan D. Golden, chief of the Department's Motion Picture and Photographic Products Division.

Exposed and Unexposed Rise

A total of 181,879,445 linear feet of exposed feature film was exported in the first half of 1955 compared with 145,305,741 linear feet in the comparable 1954 period. The six months 1955 export was valued at $7,104,972; the 1954 evaluation was $5,237,380. Exports of unexposed motion pieture film were increased by about 70,000,000 linear feet, with a 1955 evaluation of $7,505,259 and a 1954 evaluation of $5,433,229, the department said.

Exports of all types of motion picture equipment dropped slightly in the 1955 half-year from the 1954 period. The only increase, the department said, was in arc lamps, of which 1,597 valued at $226,627 were exported in the first half of 1955, compared to 477 valued at $192,597 during the 1954 period.

5 Companies Boost Their Magazine Ads

Five motion pieture companies increased their expenditures for national magazine advertising in the first half of this year over the corresponding period a year ago, according to a computation made by "Coronet" magazine based on records of the Publishers' Information Bureau.

The figures do not include cooperative local newspaper, radio or television advertising.

The report shows that Loew's, Inc., spent $522,622 on national magazine advertising in the period, against $418,789 the year before, an increase of 24.7%; RKO Radio, $417,795 against $104,786, a 298.7% gain; Universal, $408,475 against $270,814, a 50.8% gain; Paramount, $203,141 against $151,510, a 34.1% gain; Columbia, $188,871 against $91,615, a 106.2% increase, and United Artists, $144,560 against $32,830, a 340.3% increase for the six months.

Anglo-U.S. Pact Talks

(*Continued from page* 1)

companies to take out $17,000,000 annually, plus 33 per cent of their British production investments, plus their share of the Eady Fund collections. The latter carries a $4,000,000 minimum guarantee. Frozen sterling may be used for a wide variety of permitted purposes, ordinarily leaving most American companies with no problems in that area.



Ellis Arnall

Ellis Arnall, president of the Socicty of Independent Motion Picture Producers, a member of the American negotiating team, told a press conference here today that full convertibility will be asked by the Americans when the negotiations are scheduled to get under way at the Board of Trade tomorrow.

Asserting that there should be no restrietions of any kind, Arnall said he believes the day is at hand when the Anglo-U.S. industry agreement can be put aside. Failing this, he said he would suggest a more liberal agreement with added inducements whereby American companies could accumulate more sterling here, although not at the expense of their dollar remittances.

Arnall agreed that most of the blocked sterling has been used up but he maintained that the Americans "could utilize more."

William Gibson to Attend

Thorkild Christ of Bank of America's London office and William Gibson of the American Embassy here are scheduled to attend the talks in addition to the industry members, which include Eric Johnston, Motion Picture Association of America president, F. W. Allport, MPAA head here, and others.

Peter Thorneycroft, BOT president, will be host to both teams at a luncheon to be held at Lancaster House on Thursday.

Levy to Study

(*Continued from page* 1)

ing British and French theatremen, reiterated his previous statements made in London concerning British motion pictures in the U. S. market, an international exhibitor's union, the impact of British commercial television on theatres, and the shortage of product in this country and in Great Britain.

The TOA general counsel reported that he was greatly impressed with CEA's manner of operation, prineipally the way CEA braneh meetings are eonducted throughout Great Britian. "Some aspect of this could be adopted by TOA," Levy said, "as at present, our affiliate groups are holding their own regional eonelaves without supervision and advice from national headquarters." CEA is a "elosely knit organization and I think we could and should transplant some of its ideas to TOA." Levy said he will bring this up at the TOA board of directors meeting in Los Angeles, prior to the annual convention next month.

Playing Time a Sore Spot

Commenting on British pictures, Levy said that the British industry is eoneerned with the slight playing time which U. S. exhibitors afford them. "I agree with J. Arthur Rank and others, but why don't they try to improve their produet in their own market?" Levy asked, adding that the "mortality rate for British films is just as high in Great Britain as it is in the U. S."

Levy said that many British exhibitors have asked "why don't we play more British films if U. S. exhibition is starved for product." In reply, he said that the U. S. is a "seller's market where there is a laek of motion pietures and higher film rentals for the fewer pictures." Levy said that he informed the British theatremen that they also will be affeeted by a "shortage of product, but they are not alerted to this as they have the films of two nations to rely upon."

Levy said that the Freneh and British exhibitors are eager for a strong global exhibition organization. "TOA is being offieially recognized as a foree in exhibition. An international group is certain as problems are mainly similar."

Levy said that George Singleton, a delegate to CEA's general eouneil and former ehairman of CEA's Scottish branch, will attend the TOA convention as an aceredited representative. Singleton will address the TOA board and convention and will mainly ask for more and better playing time for Britisb films, Levy said.

British Firm

(*Continued from page* 1)

it was announced here yesterday.

At the same time, it was disclosed that the new company will handle "I Am a Camera," released outside the U.S. by Independent Film Distributors, Ltd., one of the companies which joined the merger to form Lion International Films. The others whieh have merged their overseas distribution faeilities in the new eompany are British Lion Films, Romulus Films and Remus Films.

It was further announced that John Woolf's group, Independent, Romulus, and Remus, is commeneing production in a few weeks of the Bob Hope, Katharine Hepburn "Not for Money," in VistaVision and eolor by Teehnicolor.

In the meantime, it was stated that British Lion has eontraeted for the distribution rights of several important films ineluding "Josephine and Men," "Extra Day" and "Charlie Moon."

National Pre-Selling

THE front cover of "Pictorial ... view's" Sept. 25 issue will be voted to "The Tall Men" starr Clark Gable, Jane Russell and Rob Ryan. The cover will be in full co and designed by Kapralik.

•

Liza Wilson, Hollywood editon "American Weekly," wrote a sparkl personality story of Anna Magn star of "The Rose Tattoo," for Sept. 18 issue.

•

An interest-compelling ad on M-G-M comedy-drama, "Bar Sinist appears on the table of contents p in the September issue of "Womi Home Companion."

•

"Parents" magazine's Family Me for September was awarded to Pa mount's "You're Never Too Youn starring Dean Martin and Jerry Le

•

In addition to an extensive coope tive ad campaign in national publi tions for "Gentlemen Marry B nettes," there will be a full color in the Sept. 25 issue of "Ameri Weekly."

The co-op ad spotlights Jane R sell and Jeanne Crain, stars of the film produced in Paris. Some of th ads are: a Lux Soap full page wh will appear in "Life," "Ameri Weekly," "This Week" and "Parad a Honey Slipper ad in "Glamou "Mademoiselle" and 10 "fan" and manee magazines. Lane Bryant partment stores will place co-op in 52 city newspapers. These ads all feature Jane Russell.

The United States Lines is coop ating in a contest that will awar free round trip to Franee aboard "United States" or the "America" the winner and a companion. A f one-sheet has been prepared for contest, copies of whieh ean be tained by theatre managers from tional Sereen Service.

•

A striking color page ad M-G-M's "Trial" appears in the c rent issue of "Look."

•

"Land of the Pharaohs," reports Miller in the September issue "Seventeen," "is a staggering sp tacle about the pyramid builders ancient Egypt. Tens of thousa of extras plus exotic locaton sh filmed along the Nile make this breathtaking affair."

•

A well detailed profile of She North, star of "How to Be Very V Popular" appears in the Septem issue of "Redbook."

•

"My Sister Eileen" is "Compa magazine's "movie rave of the mon for October. This magazine conclu that the Columbia musical "will ha you leaving the theatre in a me mood."

WALTER HA

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 58 NEW YORK, U. S. A., THURSDAY, SEPTEMBER 22, 1955 TEN CENTS

TNT Reports

73 Theatres Sold Out For Bout Telecast

'Million Dollar Gate' For Theatres Seen Sure

By LESTER DINOFF

At least 73 of the 120 theatres which received last night's closed circuit telecast of the Marciano-Moore championship bout, won by Marciano at the Yankee Stadium here, are reported by Theatre Network Television as "complete sellouts."

The postponement of the title event from Tuesday night until 10:45 P.M. (EST) last night, helped advance ticket sales immensely, the TNT representative stated.

TNT reported that "a million dollar gate from the closed circuit telecast is a certainty." Seating capacity of the theatres which offered the bout is 350,000 and prices for tickets

(*Continued on page* 6)

'Left Hand' Benefit Nets Over $50,000

It is estimated that more than $50,000 was raised for the Boys' Towns of Italy at last night's premiere of 20th Century-Fox's "The Left Hand of God," at the Roxy Theatre here.

The CinemaScope production was viewed by a capacity house of more than 6,000 persons. Mrs. George P. Skouras served as chairman of the benefit committee for the event.

Gov. Averill Harriman and Mayor Robert Wagner of New York joined

(*Continued on page* 6)

No. ITO Convention Set for Nov. 21-22

Special to THE DAILY

ST. LOUIS, Sept. 21.—The annual convention of Missouri Independent Theatre Owners will be held at the Chase Hotel here, Nov. 21-22, the organization announced. It will feature a trade show in addition to standard convention activities.

Jess Schulter is general convention chairman, with John Meinardi, L. J. Williams and Louis Ansell, co-chairmen.

MakeProgress On U.K. Pact

By WILLIAM PAY

LONDON, Sept. 21.—Negotiations of a new remittance agreement for the American industry were begun today at the Board of Trade. At the end of the first day's sessions it was reported that satisfactory progress had been made and that the talks will be concluded on schedule tomorrow.

It is understood that the American industry's negotiating team, headed by Eric Johnston, president of Motion Picture Association of America, and Ellis Arnall, president of Society of Independent Motion Picture Producers, asked for complete convertibility of their sterling earnings here.

The Board of Trade, however, in-

(*Continued on page* 2)

Col. 'Eileen' Stunt Knocks Out N.Y. Tel.

The New York Telephone Co. has notified Columbia Pictures that it is cancelling the company's promotion stunt, "Call Eileen at JUdson 6-7022," because the huge number of calls received at that exchange is disrupting telephone service in other exchanges.

Columbia introduced a similar exploitation "gimmick" earlier in the summer when it used the "Call Jimmy Stewart" for "The Man from Laramie."

According to Columbia, over 120,000 calls were received at the Judson

(*Continued on page* 6)

REVIEW:

THE TALL MEN

20th Century-Fox—CinemaScope

A HIGHLY COMMERCIAL Western, teaming the exploitable names of Clark Gable and Jane Russell, awaits showmen in this 20th Century-Fox CinemaScope production. Replete with production values, in color, this picture has sufficient action, suspense, love interest and humor to promise strong boxoffice returns.

The adroit casting of Gable and Miss Russell, with Robert Ryan to fill out the feature bill, should be a natural at the boxoffice and with proper exploitation, this grand-scaled Western could run up grand-scaled grosses.

The romantic tale covers a trek from Texas to Montana, with Gable

(*Continued on page* 3)

Two More Accept Consent Decree

Trial of 16mm. Suit Opens in L.A. Today

May Determine Whether Five Major Companies Must Sell to TV Competitor

From THE DAILY Bureau

LOS ANGELES, Sept. 21.—Whether or not the backlogs of five motion picture companies and their present and future product should be made available to television is the multi-million-dollar stake in the government's so-called 16mm. anti-trust suit which goes to trial here tomorrow before Federal Judge Leon R. Yankwich.

As foretold in Tuesday's MOTION PICTURE DAILY, two defendants in the case, Films, Inc., and Pictorial Films, Inc., late today accepted consent decrees and thus are excluded from the trial. The decrees, which require them to make their feature films available to television bids in 90 days, were signed for the government by Stanley N. Barnes, Samuel Flatow and James M. McGrath.

The five companies fighting the case—20th - Century - Fox, Warner Bros., RKO Radio, Columbia and Universal—and their subsidiaries released a total of more than 3,900 features from 1930 through 1948, the

(*Continued on page* 6)

Global Meeting of Westrex Managers Is Under Way Here

Managers from fourteen of Westrex Corporation's subsidiaries in Europe, Asia, Australasia, and Latin America are attending a conference here, lasting through Sept. 30, E. S. Gregg, president, announced yesterday.

Representatives attending the con-

(*Continued on page* 2)

State Dept. Rejects 'Blackboard' Protest

From THE DAILY Bureau

WASHINGTON, Sept. 21.—Ambassador Luce was not attempting to exercise any censorship but was merely carrying out her own responsibilities when she refused to attend the show-

(*Continued on page* 6)

Reception Cool To Jap Proposal

A cool reception among foreign department executives here yesterday greeted the proposal that the Motion Picture Association of America join Japan's film regulatory reviewing committee.

The proposal was made by Masaichi Nagata, president of the Daiei film company of Tokyo, in a trade press conference Tuesday. He plans

(*Continued on page* 2)

A.A. Dickering for Bogart-Bacall Film

Negotiations are nearing completion for Allied Artists to distribute "Underworld, U.S.A." eight-part serial now running in the "Saturday Evening Post" and recently purchased by Mapleton Productions, of which Humphrey Bogart is president, it was

(*Continued on page* 6)

PERSONAL MENTION

EARL I. SPONABLE, 20th Century-Fox director of research, will return to New York tomorrow from the Coast.

•

MACHIKO KYO, Japanese actress, will be honored by the Japan Society and the East Asian Institute at a luncheon today at the Columbia University Faculty Club.

•

NAT LIEBESKIND, independent distributor, will return here Sept. 27 aboard the "United States" from an extended European trip.

•

MRS. STANLEY BERGERMAN, daughter of the late CARL LAEMMLE, will sail on the "Caronia" today for a Mediterranean cruise.

•

MARION JORDAN, general sales manager in Europe for Universal International, has arrived in New York from Paris.

•

FRANCES KANN, widely known to industryites, has joined the LYNN FARNOL public relations organization here.

•

MAURICE CHEVALIER will arrive here today from Le Havre aboard the "Ile de France."

•

JAY EISENBERG, of the M-G-M legal staff, will return to New York today from Chicago.

•

CLAIRE BLOOM is scheduled to arrive here tomorrow from London via B.O.A.C.

•

LEWIS MILESTONE, director, and MRS. MILESTONE have arrived in New York from Europe.

Services Tomorrow For Robert Riskin

HOLLYWOOD, Sept. 21.—Funeral services will be held Friday for Robert Riskin, 58, who died yesterday at his home in Beverly Hills after an illness which brought to an end his distinguished screenwriting career which started five years ago. Among his best known successes were "Mr. Deeds Goes to Town," "Meet John Doe," "Lost Horizons" and "It Happened One Night."

For years the Robert Riskin-Frank Capra writer-producer team was regarded in the trade as an unbeatable combination.

Riskin's widow, three children, two brothers and two sisters survive. Interment will take place in Inglewood Park Cemetery.

U. K. Pact

(*Continued from page* 1)

sisted that it is necessary to continue the agreement.

The Americans then asked for additional inducements to create larger sterling balances here. Technical staffs were assigned immediately to examine the proposal and attempt to present suggestions which would be acceptable to both sides.

Johnston is scheduled to return to the Near East on his special mission for President Eisenhower on Sunday. Today he entertained at a luncheon attended by all American company managers in London.

Westrex Meet

(*Continued from page* 1)

ference are F. De Renzis, Italy; M. A. Goldrick, Japan; F. C. Hayes, Mexico; P. W. Kayser, Caribbean; J. L. Monnerot-Dumaine, Spain; M. Prado, Andean; B. S. Rundle, New Zealand; J. Sanchez, Ecuador.

Also, A. R. Schwartz, India; W. S. Tower, Jr., England; J. G. Van Erk, Switzerland; D. Van Spankeren, Asia; G. F. Van Weyenbergh and J. P. Winter, France-Belgium.

Dr. J. G. Frayne, engineering manager of the Westrex Hollywood division, also is in New York for the conference.

Most of the conferees, accompanied by Westrex home office staff members, will leave here for Chicago Oct. 1 to visit suppliers' plants. Staff members making the trip will include H. B. Allinsmith, vice-president; F. A. Ungro, financial manager; W. H. Grosselfinger, radio manager; and S. Wiedemann, sales engineer.

The conferees will leave for Hollywood Oct. 5. While there, they will meet with R. W. Wight, Westrex Hollywood division manager; Frayne, H. L. Herles, financial manager; R. G. Jordan, commercial manager; and B. M. Barton, merchandise supervisor. They will visit the studios equipped with Westrex equipment.

Jap Proposal

(*Continued from page* 1)

to confer with MPAA officials, seeking that organization's support of the move.

Foreign department officials, expressing their initial reaction, said that they have found it advisable to keep off such committees, groups in which American film representatives find themselves in the minority, as compared to native representation. The Japanese regulatory committee, they pointed out, while its chief function is that of reviewing and censoring, has other functions, too. One foreign official said it would be unwise not to maintain the comparative freedom enjoyed by MPAA member companies in Japan.

Another foreign official, by way of example, pointed with some regret to the participation of American companies in ANICA, Italy's native industry organization, declaring that time and again American interests find themselves in the minority there on many important issues.

MPAA officials could not be reached for comment.

Flinn 'Copter' Ready For Columnists' Use

From THE DAILY Bureau

HOLLYWOOD, Sept. 21.—Lay press columnists will be transported by helicopter from wherever they may be to the San Fernando Valley location where William Wyler is filming "Friendly Persuasion" for Allied Artists, with flights commencing Tuesday next, according to an announcement by A. A. publicity-advertising pilot John C. Flinn. Object: interviews with Gary Cooper, Dorothy McGuire, Wyler.

'Brunettes' to Bow In Chicago Today

From THE DAILY Bureau

CHICAGO, Sept. 21.—United Artists' "Gentlemen Marry Brunettes" will have its world premiere tomorrow at the Oriental Theatre here, culminating a heavy local promotional campaign featuring personal appearances by Jane Russell and Jeanne Crain, stars of the film, a 12-day radio-TV drive and retail tie-ins at more than 300 stores.

'Brunettes' in London Tomorrow

"Gentlemen Marry Brunettes" will have its European premiere at the Pavillion Theatre in London tomorrow, one day after the world premiere of the U.A. release at the Oriental Theatre in Chicago, the company announced.

Audie Murphy Here For Capitol Opening

With the opening of Universal's "To Hell and Back," at the Capitol Theatre here today, Audie Murphy, star of the film, flew into New York yesterday to take part in the elaborate promotion schedule.

Murphy, who plays himself in the film, will be at the theatre today to present autographed photos to fans at 10 A.M., noon, 3 and 8 P.M.

In addition to Murphy, a large group of military leaders and screen, stage and television figures will be on hand for the evening performance which will feature a lobby honor guard of 50 service men from Fort Jay and the First Army Band. The 30-musician aggregation will give a one-hour concert outside the theatre, starting at approximately 7:30 P.M.

. . . NEWS ROUNDUP

Build Drive-in, Shop Cent

Construction on a large c bination drive-in theatre and sh ping center in Nanuet, N. Y., start in October. The drive-in the section, accommodating 1,800 will serve during the day as a p ing area for the shopping cer Sponsor of the project is New Interiors, Inc. A. A. Rosen is p dent; Joseph Gluck secretary. are prominent in the New York tile industry.

■

Coast ASCAP Meet Sept.

The semi-annual dinner and m ing for the West Coast members ASCAP will be held Sept. 28 at Beverly Hilton Hotel in Hollyw it has been announced by Sta Adams, president of the soci George Hoffman, comptroller, will attend the meeting.

■

AB-PT Records Named

ABC-Paramount has been de nated as the final label name for releases of the AM-PAR Rec Corp., phonograph record subsid of American Broadcasting-Parame Theatres, Inc., Sam Clark, presi of the record company, said yes day. First discs to bear the A Paramount name will be released tween Nov. 1 and 15.

■

New York Bow for 'Night

"The Night of the Hunter" have its New York premiere Sept. at the Mayfair Theatre.

K of C Official War Of Ohio Censor Bill

COLUMBUS, O,. Sept. 21.—"Mo people had better get smart and re late themselves before it's too lat said Henry J. Kondrat, state dep of the Knights of Columbus of Ol in an address on film censorship the Man of the Year luncheon Cleveland.

Kondrat, in criticizing the p ducers and distributors of "obsce sexy pictures," said that film cens ship will be revived either at the 19 Ohio legislative session or before a special session, and he added: "I p dict that even those who fought c sorship will become disgusted at flood of obscene, sexy pictures comi into Ohio—and that they will the selves be asking for some regulati before long."

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fec Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-21 Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Mot Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIr 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Le Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as seco class matter Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 1

PEOPLE

ohn C. De Waal, formerly RKO io home office representative in nch operations, has been pro- ed to manager of branch opera- s. De Waal, who has been with O for 31 years and has been in nch operations since 1945, takes the post vacated by the death William J. McShea in July.

¤

oe Hyams, with Columbia Pic- s' special events and exploitation artments since 1947, has resigned, ctive Sept. 30, to join the office Bernard M. Kamber, motion pic- producers' representative.

¤

obert L. Stone has been named eral manager of WABC-TV, it has n announced by Robert E. Kint- president of American Broadcast- Co. Stone has been director of C's television production services artment. He will be succeeded in post by Bernard I. Paulson, C's plant superintendent in New k City.

¤

ack Davis has been named produc- supervisor for Transfilm, Inc., lucers of films for industry and vision.

¤

ouis Rosenfeld, Toronto, president Columbia Pictures of Canada, Ltd., been designated Canadian Picture neer of the Year. Installation will place on Nov. 1 at the Royal k Hotel in Toronto, during the industry's convention week.

Kilgore to Discuss Trust Law Problems

WASHINGTON, Sept. 21.—Senate iciary Committee Chairman Kil- e (D., W. Va.) said he will give S. businessmen abroad a chance ell him their views on how the S. anti-trust laws affect their op- ions.

He will leave shortly for London, is and Rome, and while there he'll to find out what changes might made in the anti-trust laws that ld help U. S. foreign trade with- weakening anti-trust enforcement.

anti-trust sub-committee yester- started three days of hearings e on the application of the anti- t laws to foreign trade and foreign estment.

ubcommittee officials said that le film distributor officials over- s would be free to contact Kilgore tell him their troubles, they did see just how these would fit into subcommittee's investigation and y did not have any indication that officials overseas planned to tes- when the senator arrives in their es.

'THE TALL MEN'

(CONTINUED FROM PAGE 1)

as head of the expedition blazing the trail for cattle herds. Miss Russell, whom he rescues from marauding Indians, is an unwelcome guest on the trek. His antagonist is shrewd, canny, hard-driving Ryan. It's a technically polished story, although many of its features have been seen before.

Gable is a very winning, romantic personality, quick-witted, virile, handsome and gracious in his role. Miss Russell, always an eyeful, scraps with him, but surrenders eventually. Ryan, odd man in the triangle, turns in an excellent performance.

But there is excitement beyond the characters in this sweeping Western. The breath-taking stampede of a herd of cattle, the scenic displays constantly on the screen, the battles with hostile Indians are among the extra-added attractions, time-tested ingredients done in this picture on what appears to be an unstinted budget, and glorified by the CinemaScope lens.

Cameron Mitchell co-stars as Gable's brother, both of whom give up a life of crime after the Civil War to join forces with Ryan in the cattle venture. The song "Tall Men" also should be mentioned for it will be an assist in selling the picture.

Others in the cast include Juan Garcia, Harry Shannon, Emile Meyer and Stevan Darrell. William A. Bacher and William B. Hawks produced, while Raoul Walsh directed from a screenplay by Sydney Boehm and Frank Nugent based on a novel by Clay Fisher. Color is by De Luxe.

Running time, 122 minutes. General audience classification. Pre-release in October.

MURRAY HOROWITZ

'The Deep Blue Sea'

Korda-20th Century-Fox-CinemaScope

THE FIRST BRITISH motion picture to be produced in CinemaScope and color by De Luxe, Sir Alexander Korda's "The Deep Blue Sea" which 20th Century-Fox is distributing, is a film about a woman who finds love can be a problem, to her husband and everyone else, particularly when she attempts suicide and fails because of her love. Adult audiences, women especially, may find a film with this story line engrossing, the more so with this film's wonderful photography of European landscapes, the Swiss Alps, a British airplane show, and a London night club, fantastically opulent and exotic.

The principal players are Vivien Leigh, who leaves her wealthy and consequential husband, Emlyn Williams, for a boyish bounder, Kenneth More, whose physical charms overwhelm her so she endures indifference and callous insult. Miss Leigh plays a woman reared by a clergyman, married in innocence and never "developed," as women who see this will know. She displays her talent for depicting the tortures of guilt and desperation and the agony of love unshared. Miss Leigh here attempts suicide by gas, much to the annoyance of her fellow boarding house tenants and landlord. More is perfectly British as the ace pilot, addicted to stunts, sports, love and drink, who is suddenly saddled with the woman he took from her husband. Miss Leigh, with some counsel from Eric Portman, finally realizes her errors and returns to her husband.

Others in the film are Moira Lister, Arthur Hill and Dandy Nichol. It was directed by Anatole Litvak from a screenplay written by Terence Rattigan.

Running time, 99 minutes. Adult classification. Release in November.

Columbus Exhibitors Okay Awards Plan

COLUMBUS, Sept. 21.—Approval of the COMPO Audience Awards balloting was expressed by a majority of local theatremen attending a preliminary meeting here to formulate plans for participating. Sixteen exhibitors, representing most of the local indoor and outdoor houses, attended the meeting.

CFI Film Technique Course Aids Ad Men

HOLLYWOOD, Sept. 21.—A program to acquaint advertising agency personnel with the basic techniques of film processing has been inaugurated by Consolidated Film Industries. The three-hour course includes a lecture on film procedures, a laboratory inspection tour and a discussion forum.

Skouras Offers Aid To Extend C'Scope In the Far East

Special to THE DAILY

SINGAPORE, Sept. 13. (By Air Mail). — Technicial cooperation in building studios equipped for CinemaScope production in this part of the world will be given by 20th Century-Fox, Spyros P. Skouras, president, told a press conference while here.

Skouras, stating frankly that he was in Singapore and Malaya solely to boost CinemaScope production, distribution and exhibition, said his company would be happy to bring technicians here to instruct local technicians in the operation of CinemaScope cameras, sound recording and other equipment.

Skouras and Mrs. Skouras were the guests of Loke Wan Tho, whose Cathay Organization controls over 40 theatres where 20th-Fox pictures are shown. In addressing local showmen, Skouras urged them to build more theatres, and to make films available to more people.

Multiple Openings For 'Eileen' in Oct.

Columbia's "My Sister Eileen" will open in at least 30 key first run theatres between its release Oct. 12 and the end of the month, it was reported yesterday by general sales manager A. Montague. The film has joint premieres today at the Victoria here and the Gaumont Haymarket in London.

Openings already set include: Oct. 12, Hi-Way and Beverly Theatres, Bridgeport; RKO Orpheum, New Orleans; Strand, Portland, Me.; Orpheum, Portland, O.; Fifth Ave., Seattle; Fox, Spokane; Bijou, Springfield, Mo.

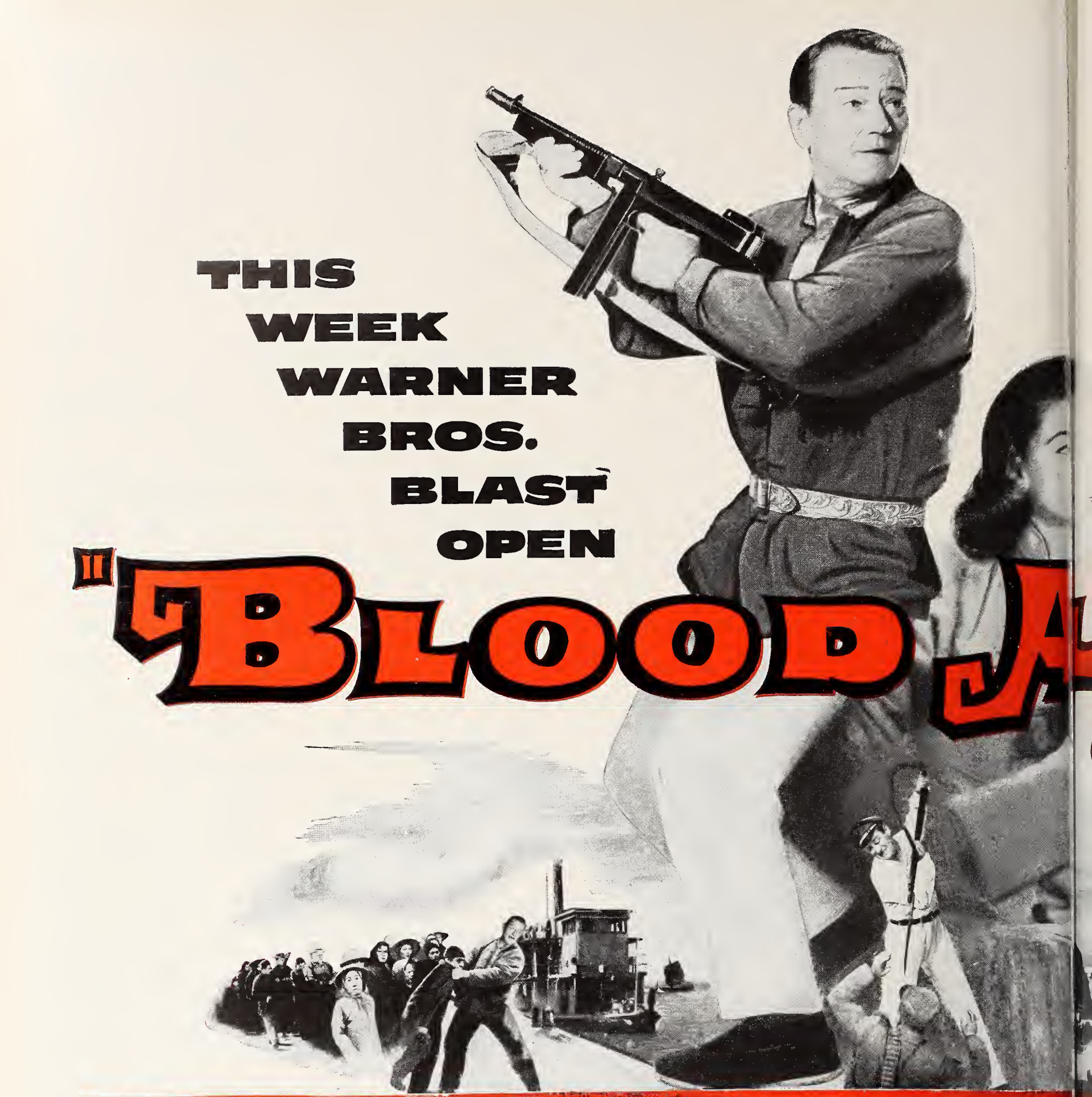
Oct. 13, Capitol, Worcester; Denver, Denver; Keith, Cincinnati; Oct. 14, J. P. Harris', Pittsburgh; Chicago, Chicago; Hippodrome, Cleveland; E. M. Loew, Hartford; Strand, Providence; Paramount, Tucson; Oct. 18, Sunshine, Albuquerque; Oct. 19, Lafayette, Buffalo; Paramount, San Francisco; Oct. 20, Majestic, San Antonio; Majestic, Houston; Oct. 21, State, Louisville; Ritz, Tulsa; Warner, Milwaukee; Worth, Ft. Worth; Palace, Dallas; Oct. 23, Manor, Charlotte; Oct. 26, Admiral and Chief, Omaha; Oct. 27, Loew's Century, Baltimore; Rivoli, Toledo.

Relder's Base Is K.C.

Morris Relder, Universal's newly appointed Kansas City branch manager, was inadvertently identified with St. Louis in a headline in MOTION PICTURE DAILY yesterday on the story which correctly reported his promotion.

'Desperate' Premiere

Paramount's "The Desperate Hours" will have a gala, invitational world premiere at the Criterion Theatre here Oct. 5.



STARRING

JOHN WAYNE

Crashing out of the hell of a Chinese prison!

with PAUL FIX · JOY KIM · BERRY KROGER · MIKE MAZURKI · ANITA EKBERG · STORY AND SCREEN PLAY BY A

LLEY II

CINEMASCOPE
WARNERCOLOR

Walk to the
first dim light...
hurry past the man
in the rickshaw...
turn left at
the corner of
Sin Street
and Glory Road...
draw your gun...
duck your girl...
hold your breath...
you're getting close
to Blood Alley--
the dead-end of the
Formosa Straits!





AUREN BACALL

Crashing into his heart!

C MAN · A BATJAC PROD. · Directed by WILLIAM A. WELLMAN · Presented by WARNER BROS.

REMINDER FROM COMPO: DID YOU MAIL YOUR NOMINATIONS FOR AUDIENCE AWARDS?

Theatre TV

(*Continued from page* 1)

ranged from $2.50 to $7.50, with the average price being about $3.50.

TNT had installed 60 mobile units in theatres in the 92 cities in the United States and Canada which received the bout greatly augmenting the previous theatre offerings of a title bout on TV.

Theatres within a 50-mile radius of Yankee Stadium were blacked out. The American Broadcasting Co. radio network broadcast the proceedings to some 500 radio stations in this country, Alaska, Canada, Hawaii, Guam, Puerto Rico, Cuba and South America and the Armed Forces Radio Network and Voice of America.

UA to Distribute Films Of Marciano-Moore Bout

Films of the heavyweight championship fight between Rocky Marciano and Archie Moore is expected to be available to theatres in every exchange area of the North American continent by no later than tomorrow, according to United Artists.

Motion pictures of the bout will be showing in New York City theatres in the late afternoon or early evening of today, UA reported yesterday. Prints of the bout are to be rushed by air-ground express to all UA exchanges for distribution.

Bogart-Bacall Film

(*Continued from page* 1)

announced yesterday by Harold Mirisch, vice-president of A-A.

Bogart and Lauren Bacall will star in the picture, which Walter Wanger will produce for Mapleton. An important director and writer are now being sought. Morgan Maree and Mirisch will represent Mapleton and the studio, respectively, in the discussions. The story was written by Joseph Dineen.

'Blackboard Jungle'

(*Continued from page* 1)

ing of "Blackboard Jungle" at the Venice Film Festival last month, the State Department said today.

The statement was made in a letter to Arthur M. Loew, president of Loew's International, who had protested to the Department what he called Ambassador Luce's "censorship" of the film. The letter was signed by Acting Assistant Secretary for Public Affairs Robinson McIlvaine.

"In going over the facts," McIlvaine wrote, "I cannot find that there was any attempt at censorship, but rather that Ambassador Luce was carrying out her own responsibilities in not wishing to attend a film which —whatever its artistic merits—she did not consider truly representative of America."

McIlvaine declared that neither the Department nor any of its Ambassadors would ever attempt to "curb the free dissemination of views and opinions or to pre-judge any artistic presentation." By the same token, he said, they are not officially required to endorse any presentation.

The director of the Festival has already publicly corroborated the fact that the Ambassador "neither imposed censorship nor misused the prestige of her office," McIlvaine said.

SCRIPT READY?

New studio in Florida will service your production for a small percentage.

3 Sound Stages
Cutting Rooms
Standing Sets
Preview Theater

Air-conditioned—Fully equipped

WRITE FOR DETAILS

THOMAS CASEY

P. O. Box 1345, Winter Park, Florida

16mm. Trial Opens Today

(*Continued from page* 1)

initial period specified in the consent decree entered into by Republic Pictures last week in settlement of the action against itself, and revealing Government objectives in the suit.

On the eve of the trial's opening, it was understood that attorneys Homer I. Mitchell, Maxwell Fleming and Warren Christopher will head up the defense, with Flatow and McGrath leading government counsel. The government is expected to call about 37 witnesses; the defense about 125.

The first day will be given over mainly to opening statements of both sides and by presenting documents for the record. The trial is expected to last three months.

Complaint Filed in 1952

The government filed the complaint in Los Angeles July 22, 1952, charging restraint of trade and other illegal practices in the exhibition of 16mm. versions of theatrical features.

Theatre Owners of America was named as sole co-conspirator in the original complaint. On Feb. 9, 1955, the government received court permission to amend its complaint and add six other alleged co-conspirators: Allied States, Independent Theatre Owners Assn., Metropolitan Motion Picture Theatres Assn., Southern California Theatre Owners Assn., Pacific Coast Conference of Independent Theatre Owners, and Council of Motion Picture Organizations.

Samuel Flatow will conduct the trial for the government. The defendants and co-conspirators are accused of refusing to license the exhibition of 16mm. feature films "in any place or manner that would compete with the exhibition of 35mm. film" since 1945.

It is alleged in the complaint that restrictions on 16mm. film exhibitions consisted of:

¶ "Refusing to license anyone to telecast 16 mm. feature films.

¶ "Refusing to license others to exhibit 16 mm. feature films in locations which are open to the public within a zone, usually 10 miles in radius, around any established 35mm. theatre.

¶ "Restricting licenses for exhibition of 16mm. feature films in churches, schools, clubs, hotels, and drive-in theatres by limitations upon admission prices, advertising, categories of persons to be admitted, or hours of showing.

¶ "Imposing arbitrary and excessive clearances between the first release of a feature motion picture of 35mm. width and its exhibition of 16mm. film.

¶ "Refusing to license others to exhibit 16 mm. feature films at free merchants' shows, taverns, or in coin-operated machines, and refusing to license roadshow men.

¶ "Reserving for each of the defendants severally, or for some of them jointly, the right to approve or disapprove each location for the exhibition of 16mm. feature films, produced or distributed by such defendant, or defendants, before or after the licensing of such location by distributors or dealers, coupled with the right to arbitrarily abrogate any license granted pursuant to a given location approval.

¶ "Granting or withholding licenses to exhibit 16mm. feature films in conformity with lists of locations 'approved' or 'disapproved' by the defendants, or some of them."

The government also charges that the defendants "have maintained an intricate system to police and enforce" and with the co-conspirators, allegedly "have policed and enforced the license restrictions imposed on exhibitors" of 16mm. films and assertedly "have blacklisted or boycotted exhibitors who disregarded such restrictions."

'Effects' Recounted

Written and oral agreements contained the alleged restrictions, according to the complaint, which adds:

"The combination and conspiracy has had the following effects:

"The telecasting of the finer feature films to television audiences has been suppressed.

"Competition in the interstate distribution and exhibition of feature films has been unreasonably restrained.

"Actual and potential exhibitors of 16mm. feature films have been foreclosed from significant parts of the U.S. market.

"Persons living in theatreless towns or in institutions which prohibit their inhabitants from visiting theatres have been denied the opportunity to see other than outmoded feature films."

The defendants and the co-conspirators have denied the government's allegations.

Japanese Film Screening

The Schochiku Co. of Tokyo will screen its "The Mask and Destiny" at Toots Shor's restaurant here for press representatives on Oct. 4. Shiro Kido, president of the company, will attend and be host at a supper following the screening.

REVIEW:

"Duel on the Mississippi"

Columbia

Hollywood, Sept.

COMING FROM the Sam Katzm stable on the Columbia lot, "D on the Mississippi" is an action-melodrama laid in the Mississi delta country in the 1820's. Pl of the bayou people to loot the su plantations supply the kick-off for t action, which includes several kn and sword duels, fist-fights, hard r ing and just about everything else the book. For marquee names, hibitors have Lex Barker and Patri Medina, the latter looking beautiful color by Technicolor.

Gerald Drayson Adams wrote t story and screenplay for this Clo production, centered on conflict b tween the landed aristocracy and t delta people, the latter characteriz as lazy, shiftless and criminal. T romance is between Miss Medina, the half-owner of a river gambli boat whose partner is behind the de radations, and Barker, scion of lan owning gentry. A quirk in t debtor's law at that time enab Miss Medina to have Barker bou over to her for several years in pa ment of a debt owed by his fath Things go on from there, with t eventual ehase, rout of the villai and the falling into each other's ar of the two young people.

William Castle directed, wi Henry Freulich as cinematographer.

Running time, 72 minutes. Gene audience classification. Release, October.

'Left Hand' Premier

(*Continued from page* 1)

with Humphrey Bogart and Ge Tierney, stars of the picture, and t figures in the political, diplomatic a entertainment fields in welcoming t Buddy Adler production. The eve received radio, television and new reel coverage.

"The Left Hand of God" will sta its regular run at the Roxy this mor ing.

'Eileen' Stunt

(*Continued from page* 1)

6-7022 number on Tuesday from pe sons who saw the small newspap advertisements, which listed the tel phone number, for "My Sister Eileen A Columbia representative said he yesterday that AT&T will not allo the "gimmick" to be used in Ne York City any more.



"The Left Hand of God" in Roxy Premiere

THE fall entertainment season commenced in New York last night on high notes of glamour and excitement as 20th Century-Fox's top-budgeted CinemaScope attraction "The Left Hand of God," starring Humphrey Bogart and Gene Tierney, was premiered at the Roxy Theatre. A benefit performance aiding the Boys' Towns of Italy, the event brought together a galaxy of celebrities from all areas of the entertainment world, diplomatic and political figures, notables from all walks of life and widespread press, TV and radio representation. The Buddy Adler production directed by Edward Dmytryk begins its regular engagement today. Pictured at the right attending the gala launching of the romantic adventure drama are, left to right: Monsignor John Patrick Carroll-Abbing, founder of Boys' Towns of Italy, and Thomas E. Saxe, presenting premiere chairman Mrs. George P. Skouras with a donation check for $20,000.





egory Peck, who will star in "The Man in the Gray Flannel Suit," is interviewed by Dennis James for the TV audiences.



Seen at the pre-premiere party held at the 21 Club are, left to right, George P. Skouras, president, United Artists Theatre Circuit; Mrs. Samuel Di Falco, wife of the Supreme Court Justice; film star Lauren Bacall, Mrs. Carmine De Sapio, Mr. De Sapio, Democratic leader, Mrs. George P. Skouras and Fortune Pope.



ominent among the guests at the premiere were Gov. Averill Harriman of w York, and Mrs. Harriman.



Among those at the pre-premiere party at "21" were, left to right, Charles Einfeld, vice-president of 20th Century-Fox; Humphrey Bogart, star of the film, and Murray Silverstone, president of 20th Century-Fox International Corp.

(Advt.)

N. Y. TIMES — Sept. 13, 1955

$50,000 BID MADE FOR 'DOLLS' MOVIE

Goldwyn Ponders High Offer From Las Vegas Hotel to Book Film for a Week

By THOMAS M. PRYOR
Special to The New York Times.

HOLLYWOOD, Calif., Sept. 12 —Samuel Goldwyn revealed today that he had received an offer of a $50,000 guarantee from a Las Vegas hotel that wants to book his film production of "Guys and Dolls" for a one-week run.

The offer is the first of its kind, although supper clubs in the gambling oasis have in recent years presented "tab" versions of Broadway shows. A slightly shortened "Gu[illegible]

You can imagine how stories like the above, published all over America, add to the already fever-pitch interest in the most eagerly awaited attraction since "Gone With The Wind."

THERE'S ONE THING IN LAS VEGAS!

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 59 NEW YORK, U. S. A., FRIDAY, SEPTEMBER 23, 1955 TEN CENTS

First to Testify

Flatow Implies 5-Part Plan to Restrict 16mm

Sees Effort Concerted; Mitchell Is Also Heard

From THE DAILY Bureau

HOLLYWOOD, Sept. 22. — With Federal Judge Leon R. Yankwich frequently interrupting Assistant U. S. Attorney Samuel Flatow's opening statement to ask pointed questions, intended apparently to narrow down the plaintiff's charges, the government's three-year-old 16mm. case got started today after numerous postponements and after three defendants had been granted consent decrees.

Flatow's statement, in which he covered a wide range of charges, consumed the entire morning session.

Following the noon recess, attorney Homer I. Mitchell, representing 20th Century-Fox, Universal Pictures

(*Continued on page* 7)

Fight Film Loaded With Ring Action

Pictures of the Marciano-Moore heavyweight championship fight, which is being distributed to theatres by United Artists, is packed with savage, ripping pugilistic action and should draw patrons into theatres in droves.

Prints of the championship event were delivered to theatres here and in nearby cities early last night. Key

(*Continued on page* 2)

MPIC Plans Monthly Forums; Start Oct. 12

From THE DAILY Bureau

HOLLYWOOD, Sept. 22. — The first in a series of monthly industry forums, sponsored by the Motion Picture Industry Council, will be held on the evening of Oct. 12, at the Screen Directors Guild Theatre, on the topic, "How to Best Utilize Available Talent," for general discussion by guild and union heads and MPIC guests.

The forums are expected to suggest resolutions for ultimate adoption by MPIC member groups for the betterment of the industry.

Keep Code Ban on Narcotics: Anslinger

From THE DAILY Bureau

WASHINGTON, Sept. 22. — "If the Production Code were relaxed to permit the showing of drug addiction, we would have an increase in the number of addicts where we now have a decrease," Harry J. Anslinger, Commissioner of Narcotics, told "Motion Picture Herald" this week.

Anslinger said he feels the Code relaxation in 1946 to permit depictions of the drug theme was "unfortunate" and that it should not be a subject for TV or radio either.

MPEA Hears Bid on Joining Japan Board

The Motion Picture Export Association met here yesterday to hear the proposal that the Motion Picture Association of America join Japan's film regulatory reviewing committee.

Addressing the foreign managers, Masaichi Nagata, president of the Daiei film company of Tokyo, held out hope of reorganizing the committee so that more non-industry mem-

(*Continued on page* 2)

MMPTA Elects 11 To Expanded Board

Eleven new directors were elected to the board of the Metropolitan Motion Picture Theatres Association here yesterday at an annual membership meeting at the Hotel St. Moritz.

The membership was advised of a letter of thanks to the organization

(*Continued on page* 7)

Runs to Sept. 30, 1956

Renew Britain's Film Pact Without Change

Also Agree Again to Waive Transfer of $2,250,000 in Eady Fund Accruals

By WILLIAM PAY

LONDON, Sept. 22.—The American film industry negotiating team agreed with Board of Trade officials here today to extend the remittance agreement between the two for another year from Sept. 30 without change.

It was also agreed by both sides that the arrangements made in last year's negotiations in Washington whereby the American companies voluntarily waived their right to transfer $2,250,000 of additional earnings accruing to them from the operation of the Eady Plan here, should be continued for another year.

Board of Trade officials interpreted the latter agreement for newsmen as meaning that of the total Eady Plan earnings accruing to the American companies of $4,500,000 they have waived the right to transfer one-half thereof.

Under the basic agreement which will be continued for another year,

(*Continued on page* 7)

Lemmon Top Choice Of the Exhibitors in Herald's 'Fame' Poll

Jack Lemmon was the choice of both circuit and independent exhibitors as the Number One Star of Tomorrow in "Motion Picture Herald's" 15th annual Stars of Tomorrow poll conducted for "Fame."

Other "new faces" to be singled out by the nation's exhibitors for promise of future greatness, in the order of their vote-getting strength, are: Tab Hunter, Dorothy Malone, Kim Novak, Ernest Borgnine, James Dean, Anne Francis, Richard Egan, Eva Marie Saint and Russ Tamblyn.

Lemmon made his film debut in "It Should Happen to You," which starred Judy Holliday. This is the first since 1951 in which a man was voted winner, and the first time since 1950 that more men than women appeared in the first 10.

ITOA Approves Tax Fight, Arbitration

A resolution approving the draft of an industry-wide system of arbitration was unanimously endorsed by the membership of the Independent Theatre Owners Association at its first fall meeting, held here this week.

Harry Brandt, president, said resolutions urging a new campaign for the complete elimination of the Federal tax on admissions, and expressing

(*Continued on page* 7)

Screen Reception 'Good'

Closed Circuit Telecasting of Bout Takes Record Gross of $1,240,000

Gross receipts from the closed circuit theatre telecast of the Moore-Marciano heavyweight championship fight Wednesday night, presented in 129 theatres in 92 U. S. and Canadian cities, totaled a record $1,240,000, it was reported here yesterday by Theatre Network Television.

The first "million dollar gate" in the annals of closed circuit television presentation brought the overall gross receipts of the bout, which includes the Yankee Stadium receipts, radio and motion picture rights, to a high of $2,188,000, TNT said, the second highest "gate" for a fight in boxing history.

TNT announced that 73 of the 129 theatres and four Veterans Administration hospitals which were hooked into the fight telecast were "complete sellouts." An approximate 325,000

(*Continued on page* 2)

Say Essaness Claims All Settled But One

From THE DAILY Bureau

CHICAGO, Sept. 22.—Attorneys in the Essaness Theatres anti-trust suit at a late hour today announced that all claims, with the exception of the intervening complaint of the estate of Sidney Spiegel, have been settled. Motions with respect to Spiegel may be filed next Tuesday.

It was also stated today that it

(*Continued on page* 7)

PERSONAL MENTION

MILTON R. RACKMIL, president of Universal Pictures, returned to New York yesterday from the Coast.

•

HAROLD HECHT, of Hecht-Lancaster Productions, is the father of a daughter born this week to MRS. HECHT at St. John's Hospital, Santa Monica, Cal.

•

E. F. VANDERHOEK, formerly manager for Westrex Co., Asia, in Thailand and Singapore, has arrived in New York from the Far East.

•

MARVIN ATLAS, Loew's Inc., assistant secretary, is the father of a son born here this week to MRS. ATLAS at Le Roy Sanitarium.

•

MASAICHI NAGATA, president of the Daiei organization of Tokyo, will leave New York tomorrow by plane for Hollywood.

•

HARRY LOUD, of the M-G-M studio advertising department, arrived in New York yesterday from Hollywood.

•

KENNETH MACKENNA, M-G-M studio story head, plans to come to New York next month from the Coast.

•

HARRY ROGOVIN, Columbia Pictures district manager, was in Albany, N. Y., from Boston.

•

BERT FRIEDLOB, producer, will arrive here from Hollywood today.

'McConnell' Bow Opens Celebration

DAYTON, O., Sept. 22.—A two-day celebration will be inaugurated tomorrow night with the premiere here at the Victory Theatre of Warner Brothers' "The McConnell Story."

Cooperating in the celebration is the Wright Patterson Air Force Base, the Air Force Association and the local Chamber of Commerce. Highlight of tomorrow's festivities will be the presentation of a "McConnell Award" at the Safety Roadeo, conducted by the U. S. Air Force for the best vehicle driver.

N.Y. Tent to Resume Luncheons Oct. 11

Tent No. 35, Variety Club of New York, will resume its luncheon meetings on Oct. 11 at Toots Shor's restaurant, following a summer recess. Canvassman Harold J. Klein will serve as luncheon chairman again and is now completing arrangements for a guest program.

'American' Film Issue Features New Product

New motion picture product, plus a lengthy article and color cover photo of Marilyn Monroe are features of the "American Weekly" annual motion picture issue, to be circulated Sunday.

Other stories about Hollywood and motion pictures are written by novelist Irving Stone and Liza Wilson, who uses color and black and white stills in discussing each picture. The Hollywood Women's Press Club also presents its "Yearbook"—an appraisal of the male and female talent.

Distribution Suit in N.E. vs. Filmakers

BOSTON, Sept. 22. — A bill in equity was filed yesterday in Suffolk Court, Boston, by Albert Swerdlove and Federal Film Co. against leging that Federal holds exclusive leging that they hold the exclusive franchise to distribute in New England eight pictures to be released by Filmakers, four of which have already been released ("The Bigamist," "Private Hell 36," "Mad at the World" and "Crash-Out"), with "The Bold and the Brave" ready for release.

The bill alleges that Irving H. Levin, president of Filmakers, tried to get Albert Swerdlove to agree to surrender "The Bold and the Brave" from the franchise so that Levin could sell the picture or distribute it through a national distributor.

Informed of Termination

Upon Swerdlove's refusal to agree, the bill continues, Filmakers has severed noticed of termination of the Federal Film Co. rights as franchise holder under the franchise agreement, in an effort to compel the franchise holder to surrender its rights to distribute the film in question.

A temporary restraining order was issued by the Suffolk Superior Court restraining Filmakers from licensing or distributing the motion picture "The Bold and the Brave" in the New England territory except by and through Federal Film Co. and Albert Swerdlove as franchise holders.

The court has also issued an order of notice to Filmakers to show cause on Sept. 28 why the temporary relief asked for should not be granted.

Mintz, Levin and Cohn, of Boston, are appearing as counsel for the franchise holder.

Youngstein to Europe

Max E. Youngstein, United Artists vice-president, will leave here for Europe tomorrow to confer with independent producers and company officials on product being readied for UA release abroad.

Theatre TV

(*Continued from page* 1)

theatre patrons purchased tickets, at prices ranging from $2.50 to $7.50.

Sellouts were reported in Cleveland, at the 3,300-seat Loew's State and the Stanley Warner 3,000-seat Allen; the Roxy and Ritz theatres in Atlanta, six houses in the Los Angeles area; the Capitol Theatre, Everett, Mass., the North Reading, Mass., Drive-in Theatre; the State in Portland, Me., and the Liberty and Roxy Theatres in Portland, Ore., as well as many others.

Good Reception Reported

Reception at all of the 129 theatres and four hospitals was reported as "good" by TNT. The Pomona, Calif., theatre which carried the bout missed one round due to a tube blow-out.

TNT mobile TV units for theatres without permanent installations made possible the large number of participating theatres.

TNT's contractual agreements with theatres provide for a 50-50 split of the net. The terms have been the same each bout heretofore carried. The International Boxing Club, promoter of the bout, has a separate agreement with TNT.

Fight Film

(*Continued from page* 1)

theatres throughout the country will be serviced by UA by late afternoon today, as an order for 600 prints is being rushed by De Luxe Laboratories.

The 20-minute film shows the fast-moving action in the ring in a manner which captures the viewers' attention completely. The contestants footwork, powerful lunges and blows, plus the knockdowns, are dramatically presented in normal and slow-motion. Sportswriter Jimmy Powers of New York's "Daily News" is narrator over the nine-round route. At times, the excellent camera work gives a viewer "a birds-eye" view of the ring action and close-ups of the cuts and bruises on each contestant.

L. D.

MPEA Hears Bid

(*Continued from page* 1)

bers are included. Traditionally, MPAA has opposed joining foreign native industry organizations where they are outvoted by native competitors. No action was taken on Nagata's proposal pending further study, it was stated.

Kastner to Far East

HOLLYWOOD, Sept. 22. — Lacy W. Kastner, president of Columbia Pictures International, will leave here over the weekend on his initial visit to the company's offices in New Zealand, Australia, Singapore, Hong Kong, The Philippines and Japan, before returning to his home base in New York.

. . . NEWS ROUNDUP

Du Mont Meeting Oct. 10

The holders of the Class A commo stock and Class B common stock o Allen B. Du Mont Laboratories hav been notified that a special meetin will be held on Oct. 10 in Clifto N. J., to act on the board of direc tors' plan for a stock spin-off of th corporation's wholly-owned subs diary, Du Mont Broadcasting Corp to which the business, properties an facilities of stations WABD, Ne York, and WTTG, Washington, hav been transferred. The board ha notified stockholders that one shar of Du Mont Broadcasting Corp., i being offered for each two-and-one half shares of Allen B. Du Mon Laboratories.

■

'Andersonville' to Columbia

MacKinlay Kantor's forthcomin novel of the Civil War prison camp "Andersonville," has been purchase from galley proofs by Columbia Pic tures and will be produced durin the coming year.

■

Jimmy Fund Drive in Conn.

Connecticut participation in th 1955 Jimmy Fund for Cancer cam paign got its official start in Hartfor with Harry Feinstein, zone manage Stanley-Warner Theatres, and co chairman of the state drive, visitin Governor Ribicoff at the State Cap itol.

■

Reopen Chattanooga House

The Capitol theatre in downtow Chattanooga is being remodeled at cost of over $85,000 and will reope on Sept. 30 as that city's fourth majo downtown theatre.

Warner Dividend Set

The board of directors of Warne Brothers Pictures at a meeting her yesterday declared a dividend of 3 cents per common share, payable o Nov. 5 to stockholders of record o Oct. 14.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"It's Always Fair Weather"
in CinemaScope and Color starring
Gene KELLY • Dan DAILEY
Cyd CHARISSE • Dolores GRAY
Michael KIDD
AN M-G-M PICTURE
and SPECTACULAR STAGE PRESENTATION

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second-class matter Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10¢.

HERBERT J. YATES
presents

RAY MILLAND

in a distinguished motion picture

in one of the
finest roles of a
great career as
WES STEELE
the man who seeks
refuge from a
notorious reputation

and co-starring in
equally exciting performances

MARY MURPHY
as NADINE CORRIGAN
. . . a lonely and loveless
girl unwittingly harbors
a desperate fugitive



WARD BOND
as GIL CORRIGAN
. . . he gambles his
life to retrieve
his self-respect



WES STEELE says:
"Mesa is a rotten little town—with
more rotten people than it's worth—
but for once you're going to
listen to the truth—"



A MA

in TRU

Directed by R. MILLAND Screenplay by JOHN TUC



Litho in U.S.A.

N ALONE

OLOR BY CONSOLIDATED FILM INDUSTRIES

F BATTLE Story by MORT BRISKIN A REPUBLIC PICTURE

INDUSTRY AFFAIRS . . . IN THE FALL OF THE YEAR . . . IN A RELAXED ATMOSPHERE

EXHIBITORS

of

NEW ENGLAND

Together with Allied Units of Connecticut, Maryland, and New Jersey

Are Invited to Attend the

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PLAN TO ATTEND

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Hot Industry Topics of the Day Led By Allied National Leaders

Screenings of Pictures Not Released **Souvenir Gifts for Men and Women**

Principal Speaker to Be Announced **Cocktail Party** **Banquet**

SEND REQUESTS FOR RESERVATIONS *NOW* to

INDEPENDENT EXHIBITORS, INC.

36 MELROSE STREET **BOSTON 16, MASSACHUSETTS**

JK Film Pact

(*Continued from page* 1)

t: American companies are permitt- t to transfer to New York $17,000,- () of their earnings here uncondi- tnally. The permitted uses applica- l: to the frozen sterling balances of t: companies continue unchanged. Trough them, the Americans hereto- fe have been in a position to use , all or most all of such blocked lances.

The agreement also allows the com- nies to convert into dollars an nount of their blocked sterling uivalent to one-third of their in- stments in production here.

Eric Johnston, Motion Picture As- ciation of America president, and lis Arnall, president of the Society Independent Motion Picture Pro- ucers, headed the American nego- .ting team here, while Sir Frank e and Peter Thorneycroft repre- nted the Government.

MMPTA Elects

(*Continued from page* 1)

om the American Red Cross for its lp in raising money for flood relief. ne letter paid tribute to the motion icture industry for its readiness to nder public service.

The meeting recommended ap- oval of theatre participation in the nited Hospital Fund drive.

The government's 16mm. anti-trust uit, trial of which started yesterday Los Angeles Federal Court, was scussed at the meeting without ac- on being taken. MMPTA has been amed a co-conspirator in the suit.

The eleven new directors elected to ne board, membership of which was xpanded from 12 to 24, are: Walter recher, Emanuel Frisch, James F. ould, Philip F. Harling, Bernard elfand, Murray Lenekoff, Harry landel, William L. Miller, Martin ewman, Donald S. Rugoff and M. . Strausberg.

Hamm, Cooper Will Attend TOA Meeting

SAN FRANCISCO, Sept. 22. — L. . Hamm, president of the California Theatres Assn., and Roy Cooper, di- ector and a regional vice-president f the Theatre Owners of America, vill attend the convention of the TOA next month in Los Angeles, it vas disclosed here today following a heeting of the CTA directorate.

Columbia Has Four On October Slate

The CinemaScope-Technicolor mu- ical "My Sister Eileen" tops the Oc- ober release schedule of Columbia Pictures which has been announced y general sales manager A. Mon- ague. A second CinemaScope-Tech- nicolor production, "Count Three and Pray," also is listed among the four eleases. Two adventure dramas, 'Duel on the Mississippi" and "Devil Goddess," round out the list.

Flatow Testifies for Gov't

(*Continued from page* 1)

and Warner Brothers, made the open- ing statements in the trial for the de- fendants.

A start will be made tomorrow on presentation of documents, estimated to number 2,000, by both sides, with the trial expected to consume three months.

Says It Started in 1936

Flatow told the court that the plan in which the defendants are accused of conspiring sprang from a contract Eric Haight, president of Films, Inc., made with Paramount Pictures Corp. in 1936 for the handling of their 16mm. films for exhibition on ships at sea, and that this arrangement led in time to placement of other restric- tions on 16mm. exhibition by other defendant companies.

Admitting that the government must prove its allegations "by patch- work of documentary evidence" as well as by direct testimony, Flatow said these documents would fall into six categories, which he then outlined, as follows:

First category would show, he said, that "as each defendant company en- tered the field of 16mm. distribution it adopted a plan of limited distribu- tion, terms of which contained sub- stantially the same restrictions and limitations on exhibition."

Second category will show, he said, that this plan was "adopted and de- signed to keep 16mm. showing from being competitive with 35mm. thea- tres".

Points to Theatre Owners

He said the third category will prove "maintenance of the plan was due to extreme pressures of theatre owners through their exhibitor asso- ciations."

The fourth category will show limi- tations were actually enforced, he said.

The fifth category, he added, will show "restrictions and limitations were policed by defendants individ- ually and collectively, with aid, as- sistance and under pressure" of ex- hibitor associations.

He said that, when television de- mand for 16mm. films developed, de- fendants "as part of the same con- spiracy, uniformly refused to license films for that purpose."

Queried by Yankwich

Judge Yankwich repeatedly inter- rupted Flatow, "so that we may com- pletely understand what is charged," and when questioning centered around Flatow's insistence that de- fendants uniformly have refused to li- cence 16mm films for outlets "in com- petition with 35mm theatres" Flatow was asked whether this was an illegal act, pointing out that it could be con- strued as clearance in regular use in film industry. When Flatow replied that this is not illegal in itself, but was collusive concert when done by several companies in compliance with agreement, the court remarked, "if timing and imposing conditions is a legal act, the fact that ten do it does not make it illegal."

Defense counsel Mitchell, prefacing his statement with a notice that in making it he was not foreclosing his privilege of asking for dismissal at a later date, pointed out that the gov- ernment charge boils down to "con- spiracy in restraint of trade" and this is patently false because defendant companies make less than half of the 16mm film distributed. Then, point- ing out that M-G-M and Paramount, who restrict their 16mm films to for- eign distribution, but are not defend- ants in this case, said the charge must relate only to inside the United States he then declared: "There is no such thing as a 16mm industry," explain- ing that all defendants conduct it strictly as incidental and supple- mental. Company rentals of 16mm. films, he said range in amounts from only $2.40 to $9 per day.

Feels TV Should Be Excluded

He also made point that television is not properly to be considered as part of 16mm field, as both 35mm and 16mm film is used in TV.

Mitchell then detailed, with dates and data, how the film company at- titudes toward selling films to tele- vision had developed from 1945 for- ward. He showed that companies could not get the necessary price from television for films in the beginning and, although prices have risen, still can't.

He said it is true that companies facing similar situations, had reacted to them similarly, but mentioned other cases which have shown this is not unusual.

Macklin Fleming, for Columbia, Screen Gems and RKO, closed the afternoon session with a statement paralleling Mitchell's in general, but revealing that RKO had considered making bulk sale of its backlog, but didn't do so, and Columbia had de- cided direct production for television through its Screen Gems was proper policy.

Essaness Claims

(*Continued from page* 1)

will be some time before the court will make a further ruling in the case, including the setting of a trial date. Proceedings this week were part of a pre-trial conference called for the purpose of saving time by squaring away all questions regard- ing evidence to be submitted at the trial and to obtain admissions and stipulations as to the genuineness of thousands of documents.

Estimate Board Lunch

The annual luncheon of the Film Estimate Board of National Organiza- tions will be held Sept. 27 in the ball- room of the Hotel Gotham here, with numerous industry figures as guests.

UA Sets 'Knife' Bow

"The Big Knife" will have its world premiere at the Hollywood Paramount Theatre, Oct. 25.

PEOPLE

Katherine Marshall, auditor for the John Hamrick circuit in Portland, Ore., recently celebrated her 30th an- niversary in the industry. Mrs. Mar- shall started her career with Fox West Coast Theatres in Yakima, Wash., in her early teens.

□

Weldon Waters, one-time 20th Century-Fox manager in Albany and later Pittsburgh manager for the company, has reaffiliated with it as home office executive.

□

James Bonholzer, associated with Sterling Theatres, Seattle, for many years, has been named buyer-booker for the John Lee Circuit.

□

Roy Grimse, public relations man for Jefferson Amusement Co., Beau- mont, Tex., has resigned that post to join the Newkirk-Whalen public relations firm in Houston.

ITOA Meet

(*Continued from page* 1)

the opposition of ITOA to Govern- ment regulation of the industry, also were adopted.

COMPO was urged to go ahead with a tax drive and ITOA members were informed that all necessary steps would be taken to forestall legisla- tion designed to bring about Federal controls of the industry.

New directors are: Richard Brandt, Samuel Einhorn, Norman Elson, Sam Freedman, Jack Hattem, Ben Knobel, Larry Kurtis, Murray LeBoss, Martin Levine, Al Margolies, Melvin Miller, Walter Neithold, Irving Renner, Ray Rhone, Jack Rochelle, Al Shukat and David Weinstock.

Disney to Georgia

Walt Disney will begin shooting on location in Georgia on "The Great Locomotive Chase" this Sunday, leav- ing here at the weekend. En route to Georgia he will stop over in Tully- town, Pa., to attend dedication cere- monies of the Walt Disney Public Elementary School there.

SCRIPT READY?

New studio in Florida will service your production for a small percentage.

3 Sound Stages
Cutting Rooms
Standing Sets
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Air-conditioned—Fully equipped

WRITE FOR DETAILS

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A UA EXCLUSIVE

MARCIANO vs MOORE

Round By Round
2 Full Reels

Knockdowns and Highlights in Slow Motion!

SEE IT! **"THE CONTEST WAS ONE OF THE MOST SAVAGELY FOUGHT THRILLING DUELS IN MODERN PRIZE RING HISTORY!"**
—Joseph C. Nichols, *N. Y. Time*

SEE IT! **"A TREMENDOUS TOE-TO-TOE BATTLE, FILLED WITH THE BLOOD AND THUNDER OF RING GREATNESS!"**
—Gene Ward, *Daily New*

SEE IT! **"MOORE LOOKED AS IF HE MIGHT PULL THE UPSET OF THE CENTURY!"**
—Dan Parker, *Daily Mirro*

SEE IT! **"THE BIGGEST FIGHT IN YEARS WAS ONE OF THE BEST IN YEARS! RIPPING EXCITEMENT, UNINTERRUPTED AND UNRELIEVED!"**
—Red Smith, *N. Y. Herald-Tribun*

Press Sheet and Accessories Available at Your National Screen Exchange!

TELEPHONE YOUR UA EXCHANGE IMMEDIATELY!

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 60 NEW YORK, U. S. A., MONDAY, SEPTEMBER 26, 1955 TEN CENTS

...ope Sheet

...ite Possible ...andidates for ...OA President

...id-Westerner Is Due; ...ay Pick Blank of Ia.

Speculation as to the successor to D. Martin of Columbus, Ga., as ...sident of Theatre Owners of ...erica has begun with the election take place at the TOA convention Los Angeles, Oct. 6-9.

The names of a number of promi...nt exhibitors active in TOA and in...stry affairs have been mentioned in ...nnection with the presidential race Myron Blank, of Des Moines, ...orge Kerasotes, of Springfield, Ill., ...y Cooper, of San Francisco, J. J. ...senfield, of Spokane, Albert M. ...kus, of Stratford, Conn., and Mar..., who may be drafted for a second ...m.

Past presidents of TOA were Ted Gamble, 1947-48, Arthur H. Lock...od, 1948-49, Samuel Pinanski, 49-50, Mitchell Wolfson, 1951-52, ...fred Starr, 1952-53, Walter Reade, ..., 1953-54, and Martin, 1954-55.

Some industry observers feel that

(*Continued on page 3*)

...utline Program to ...ontinue Drive ...gainst Toll TV

A vigorous, continued program ...ainst subscription television was ...tlined here by Phil Harling, treas...er of the Committee Against Pay...-See TV, now that the question is ...fore the Federal Communications ...mmission.

The program, he stated, includes ...e utilization of radio and television,

(*Continued on page 2*)

...arrow to Study ...Networks for FCC

From THE DAILY Bureau

WASHINGTON, Sept. 25. — The ...ederal Communications Commission ...nounced over the week-end that ...ean Roscoe L. Barrow would head study of radio and television net...

(*Continued on page 2*)

Television Today

IN THIS ISSUE **PAGE 4**

- The smart "new look" in entertainment advertising—an outgrowth of those advantages and limitations peculiar to the television medium.
- Passing in Review . . . The Showmakers . . . Station to Station . . . Who's Where . . . Shows on the Mark—the TV week in highlight.
- Names Making News in Television Today.

Seeking More Permits

European Import License Allocation Hinders U-I Business, Says Jordon

By LESTER DINOFF

Universal's business in the European market, which in 1955 is "considerably and satisfactorily ahead" of last year, is being hindered by the small number of import licenses allocated to the company, Marion Jordon, U-I Continental and Middle East manager, stated here at the weekend.

Jordon, along with Americo Aboaf, U-I vice-president and foreign sales chief, pointed out that the number of import licenses allocated to the company, mainly in France, Italy and Spain, are based on the company's business in past years.

"The license allocations to the motion picture companies should follow the trend of the industry's business

(*Continued on page 2*)

Compo Dues Drive to Be Continued Into Oct.; Not 'Unusual'

Continuance of the Council of Motion Picture Organization's dues collection drive into October was disclosed here at the weekend.

A COMPO official, in explanation of what appeared to be the second extension of the drive originally set for the month of August, maintained that it usually takes four to five months to do the job. He said that

(*Continued on page 2*)

Install Dr. Rozsa as Composer Unit Head

From THE DAILY Bureau

HOLLYWOOD, Sept. 25. — Dr. Miklos Rozsa, composer with M-G-M, on Friday was installed as president of the Screen Composers Association for 1955-56 term, succeeding Adolph Deutsch, at the 10th anniversary banquet, held in the Beverly Hilton Hotel here. Speakers included Robert Emmett Dolan and Max Steiner. Johnny Green was master of ceremonies.

Mild TV Impact on British Box Office

By PETER BURNUP

Television Today.. LONDON, Sept. 25.— The inauguration of commercial TV here last week has had no pronounced effect on theatre boxoffices, insofar as could be ascertained on a check-up here at the weekend.

Associated British Cinemas said business was normal, and grosses consistent with the accepted boxoffice potential which given pictures recorded throughout the London TV service area.

Mark Sheckman of the Essoldo Cir-

(*Continued on page 3*)

...Talks Succeed

Hughes-Odlum In Accord on RKO Pictures

Hughes Agrees to Vote For Merger with Atlas

Agreement in principle to merge or consolidate Atlas Corp. and the inactive RKO Pictures Corp. was reached between Howard Hughes and Floyd Odlum, Atlas president, Odlum announced here at the weekend.



Floyd Odlum

Disclosure of the agreement came after months of negotiations between the two principal stockholders in RKO Pictures, the former parent company of RKO Radio Pictures.

Odlum's announcement stated that

(*Continued on page 3*)

Start Introduction of Documents in Gov't 16mm Anti-Trust Suit

From THE DAILY Bureau

HOLLYWOOD, Sept. 25. — The first 70 documents among the 1,500 which the government intends to introduce in its 16mm. anti-trust case were entered on Friday, with continuing presentations of documentary evidence expected to consume two weeks or more. The documents introduced were principally rental con-

(*Continued on page 3*)

4 RKO Ohio Dates Set for Danny Kaye

Danny Kaye and his all-star international stage show have been signed by Sol A. Schwartz, president of RKO Theatres for limited engagements in four RKO Ohio theatres. During the engagements the theatres

(*Continued on page 3*)

PERSONAL MENTION

JOSEPH BELLFORT, RKO Radio general European manager, left New York on Saturday aboard the "Ile de France" on his return to Paris.

•

FRED HYNES, Todd-AO sound director, has returned to the Coast from New York.

•

DR. VLADIMIR K. ZWORYKIN, honorary viee-president of Radio Corp. of America, sailed from New York Saturday on the "Conte Biancamano" for Genoa.

•

MARVIN FOX, formerly city manager for John Hamrick Theatres in Portland, Ore., is now circuit booker for AL FORMAN'S United Theatres, Portland.

•

AL KEENE, head of the Keene Advertising Co., Boston, is at Haines Memorial Hospital there, with a mild case of polio.

•

JANE FINDLEY, secretary in the St. Louis office of United Artists, was married to RAY WAGNER.

•

JOSEPH C. AGRESTA, exhibitor of Massena and Watertown, N. Y., visited in Albany recently.

•

NORAH GORSEN, British actress, will return to London today via B.O.A.C.

USIA Films on TV In Foreign Countries

WASHINGTON, Sept. 25. — Most films produced or distributed by the U. S. Information Agency have now been released for television use abroad, the agency has disclosed.

Its semi-annual report to Congress said that in view of the growing television audience in foreign countries, this use of U.S.I.A. films was becoming more and more important.

The report cited various new films produced during the first half of the year, including one series on the Presidential press conference and another on NATO countries. Many U.S.I.A. films are now being produced abroad, the report said, production having taken place in 22 foreign countries during the January-June period.

Johnston to Cairo

LONDON, Sept. 25.—Eric Johnston, president of the Motion Picture Association of America, left here yesterday by plane for Cairo where he expects to remain for about three weeks in connection with his special diplomatic mission in the Near East for President Eisenhower.

U-I's Foreign Business

(*Continued from page* 1)

on a yearly basis," Jordon said. "U-I now wants a larger number of import licenses for its product from the Motion Picture Export Association," Aboaf pointed out. He said that U-I is currently allowed 11 licenses in France, 22 in Italy, and eight in Spain.

The foreign sales managers of the MPA will meet here tomorrow to discuss the new two-year U.S.-French agreement signed last week which provides 110 permits for MPEA members. It is expected that U-I will seek a larger number of permits at this meeting.

Jordan said the German industry is making rapid progress and is turning out good films. He said Italian pictures "are losing their local flavor by attempting to compete with the big Hollywood productions." Spanish film business is hindered by high taxation and many import restrictions on theatre equipment, which retards theatre growth, he said.

Commenting on theatre construction, Jordon reported, there is a vast move to improve theatres throughout France. In many instances, he said, the small town theatre is more modernistic and up-to-date than a metropolitan house. He also said that France and Belgium are the best markets for 16mm. versions of feature films in Europe. Jordon also said that CinemaScope has had a big impact on European audiences, but many theatres are not installing stereophonic sound due to the cost.

Compo Dues

(*Continued from page* 1)

the last drive, two years ago, also took from four to five months.

Asked how collections are progressing, he described them as "satisfactory." Questioned as to whether Allied States' position opposing the drive has hurt collections, the COMPO official replied that his views were mixed on that. He explained that the attitude of Allied surely has an effect among Allied members but, on the other hand, some premium contributions have been received by other theatremen opposed to Allied policy.

Distributors have agreed to match all exhibitor contributions up to a maximum of $150,000.

Barrow to Study

(*Continued from page* 1)

work broadcasting for the Commission.

Barrow will organize and direct a special staff to do the study, for which Congress recently appropriated $80,000. He is dean of the University of Cincinnati College of Law. Barrow will begin work on the study immediately.

20th-Fox TV Show To Promote 'Men'

The first two programs of the "20th Century-Fox Hour" television series, commencing Oct. 5 over CBS, will focus on the company's forthcoming CinemaScope attraction, "The Tall Men."

The 20th-Fox TV series, sponsored by General Electric on alternate Wednesdays, will be launched with an adaptation of Noel Coward's "Cavalcade." Following the dramatic presentation, Joseph Cotten will take TV viewers onto the production set of "The Tall Men." On Oct. 19, following a presentation of "Laura," Cotten, the program's permanent emcee, will show scenes from "Men" featuring Jane Russell.

Toll TV Drive

(*Continued from page* 1)

public forums and magazine articles. He urged opponents of toll TV to continue their letter writing to the FCC stating their objections.

Harling, at the same time, announced that the committee will step up its drive for voluntary contributions to finance the battle now that the summer is over.

Exhibition unity on the toll TV issue was cited by Harling, who called attention to Allied States' and Theatre Owners of America's unanimity on the toll TV issue despite differences in other areas.

November Meeting Slated

A full conference of representatives from member organizations in the toll TV campaign will be held following the November convention of Allied States either in New York or in Washington, Harling disclosed.

Citing an example of the continued work being done against toll TV, Harling said that Alfred Starr, co-chairman of the committee, is slated to address a meeting of the Federation of Women's Clubs on the subject Oct. 6 on the Coast.

Harling said the committee is in agreement with the position taken by General David Sarnoff, board chairman of Radio Corporation of America, that the toll TV issue be brought to the American public as a national presidential campaign issue. Harling expressed confidence that the American people, if allowed to vote on the issue, would cast their ballots against subscription television.

Martin to Speak

BOSTON, Sept. 25. — The Hon. Joseph W. Martin, Jr., former speaker of the House and now minority leader, will be the principal speaker at the regional convention of Independent Exhibitors, Inc., of New England, which will be held at the Toy Town Tavern, Winchendon, Mass., on Oct. 25.

. . . NEWS ROUNDUP

Epic Plan for 'Raintree'

Dore Schary, studio head at M-G-M, said at the weekend that "Raintree County," a Civil War story of the people of the North during and after the strife, will be the most expensive motion picture ever filmed in this country by the company. Schary stated that he came to this decision after reading the first draft of the screenplay of the Ross Frank-Lockridge, Jr., novel.

■

UA's TV Promotion Starting

United Artists tonight will launch a new TV promotion campaign on NBC-TV starting at 10:30 P.M. Highlights from UA features scheduled for the next three months will be shown.

■

MITO Backs St. Louis Fund

Missouri-Illinois Theatre Owners through its officers and board of directors, has endorsed the United Fund of Greater St. Louis and urged all theatres to assist in the publicity campaign.

■

'Wiretapper' to Embassy

Joseph E. Levine, president of Embassy Pictures Corp. of Boston, has acquired worldwide distribution rights to "Wiretapper," a new Hollywood film based on the life of Jim Vaus whose skill at wiretapping and electronics was used extensively by the Los Angeles police.

Exhibit Space Ready For SMPTE Meeting

Exhibit booths are now available to manfacturers and distributors of motion picture and television equipment for the 79th convention of the Society of Motion Picture and Television Engineers, it was announced by Everett Miller of RCA, exhibit chairman. The convention and equipment exhibit will be held at the Hotel Statler, New York, April 29-May 4, 1956.

Miller explained that all convention registrants and guests of exhibitors may visit the exhibit area in the Penn Top South. The public, however, will not be admitted. The SMPTE also plans to hold exhibits at its 80th convention which will take place at the Ambassador Hotel, Los Angeles, Oct. 7-12, 1956.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10¢

TOA Head

(*Continued from page 1*)

epresentative from the middle or ral United States is certain to be cted by the nominating committee yet to be appointed, and named the TOA board of directors as ident, because of the organization's strength in that area of the on, and the fact that all TOA idents heretofore have been from East or South.

olding that viewpoint, the logical bitor for the TOA presidency ng the forthcoming year—a period ch looms as a year in which TOA cies and those of other exhibitor ips may clash—would be the thful Blank, in the opinion of ined observers. Blank's dealings discussions with distribution exives here during the "roundtable" erences last May and June have le a lasting and favorable impres upon sales officials and exhibi leaders, it is apparent.

An Officer in EFFG

lank, who is a TOA vice-presit, and an officer of Exhibitors Financial Group, Inc., is promit in Midwest exhibition circles, Kerasotes, a member of the TOA utive committee. The latter, the ngfield, Ill., leader of United atre Owners of Illinois, was conred a "dark horse" in the 1954 A election. In some quarters, it felt then that Kerasotes' speech cking the distribution companies a vehicle which brought him to front in TOA affairs.

ooper, also a vice-president of A, and head of the West Coast atre circuit bearing his name, is minent in exhibition affairs in his itory. Rosenfield, another TOA er and executive in EFFG, is an exhibition choice.

ickus at one time or another has n boosted as the TOA candidate to his aggressive and forthright lings.

His Independence Is Admired

he Connecticut exhibitor's declaons of independence and selfnce "in this industry which is ced with internal dissension" have n warmly upheld by TOA membs, especially in recent months n he attacked certain exhibition ials for wanting to seek governtal regulation for film rentals and refusing to support the proposed reduction campaign.

t is not known what Martin's ings concerning a second term but in some quarters it is felt he could be prevailed upon to tinue in office because "you can't shouldn't change horses in midam."

Documents Entered

(*Continued from page 1*)

ts for 16mm. feature films.

Government counsel Samuel Fla told the press he will begin poenaing witnesses on Oct. 4, but lined for the present to reveal any nes. The government is expected to l about 37 witnesses, the defense ut 125.

Glass-Tank Setting for Esther Williams on TV

From THE DAILY Bureau

Television Today.. **HOLLYWOOD, Sept. 25.—There's likely to be the biggest splash in the history of television when Esther Williams does her bit on Milton Berle's initial color telecast Tuesday night in a $25,000, glass-walled water tank, specially constructed for the program.**

The tank sprang a leak on Friday and double crews worked feverishly to put it back in shape for the show.

PEOPLE

Robert Haskins has been named sales manager at Allied Artists' Washington exchange, with **Joseph De Maio** taking the post of cashier. In the company's Des Moines branch, **Cloyd L. Street** has been named booker.

□

Robert W. Coyne, special counsel for Compo, will be guest speaker tomorrow at the luncheon of the Boston Advertising Club at the Hotel Statler. **Charles E. Kurtzman,** Loew's Theatre division manager, will be chairman for the day.

□

Edward E. Sullivan, 20th Century-Fox publicity manager, is in Hollywood from New York for conferences with **Harry Brand,** studio publicity head, on campaign plans for forthcoming releases.

□

Frederick Mercy, operator of the Liberty Theatre, Yakima, Wash., has stated that he plans to lease the premises for commercial purposes, if possible, rather than rebuild the theatre, which was badly damaged by fire Sept. 11.

RKO Ohio

(*Continued from page 1*)

will suspend their regular, continuous screen policy in favor of a $1.10 to $3.50 admission scale for reserved seats.

The theatres and dates set for the Kaye show are: Palace, Columbus, Oct. 31 through Nov. 2; Albee, Cincinnati, Nov. 3 through 6; Keith's, Dayton, Nov. 7 through 9, and Palace, Cleveland, Nov. 10 through 13.

In Columbus and Dayton, Kaye will do three evening shows; and in Cincinnati and Cleveland, he will do two matinees and four evening performances.

The show will follow the pattern Kaye employed at the Palace, here, with his international stars presented in the first half and Kaye taking over for the second half alone.

Hughes

(*Continued from page 1*)

Hughes concurred with Atlas that "certain plans for merging or consolidation of Atlas Corp. and RKO Pictures Corp. would be beneficial to all parties concerned and that". . . . Hughes would vote his RKO Pictures stock in favor of such a merger or consolidation if the question is presented to a stockholders' meeting for that purpose.

"The proposed exchange of present stock in RKO Pictures Corp. and Atlas Corp. for stock in the reorganized or surviving company would be in the ratio of one share of present Atlas stock for five-and-one-quarter shares of present RKO Pictures stock.

"It is contemplated," Odlum added, "that Wasatch Corp. and possibly other companies will be included in such merger or consolidation."

RKO Pictures, the assets of which had been purchased by Hughes, is understood to have about $17,000,000 in cash and the additional asset of a tax loss carry-over estimated at more than $20,000,000. Atlas' main interest in the proposed plan, according to previous Odlum statements, stems from its desire to take advantage of the tax loss credit.

Hughes, currently board chairman of the inactive RKO Pictures, holds about 1,240,000 shares, while Atlas holds approximately 973,500, with the remaining 777,000 shares held by the public.

Mild TV

(*Continued from page 1*)

cuit, operating 30 theatres in the TV area, said: "I am glad to report that on the whole we experienced no drop in takings. Grosses corresponded roughly with what is experienced on corresponding nights normally. Certainly, grosses the first night of commercial TV were nothing like those on big fight nights, when we really catch cold."

The Rank group's reaction was that it's too soon to assess effects. A spokesman for the group pointed out the probability that up to 60 per cent of the 1,500,000 commercial TV viewers on the first night, would otherwise have been viewing BBC anyway.

Legion Classifies One 'B' and Four 'A'

The National Legion of Decency, in its classification for last week, put four films in Class A and one in Class B.

Those in Class A, Section One, considered morally unobjectionable for general patronage, are: "The Naked Sea," RKO Radio; "Seven Cities of Gold," 20th Century-Fox; and "Bengazi," RKO. "Strange Intrusion," Hoffman International, Class A, Section Two, considered morally unobjectionable for adults.

"Tennessee's Partner," RKO, Class B, exeessive brutality and suggestive sequences cited as objections.

In the THEATRE EQUIPMENT and Refreshment WORLD . . .

. . . with RAY GALLO

NATIONAL THEATRE SUPPLY has announced new and modernized replacement parts for older models of Simplex drive-in speaker post coupling units. They include aluminum baskets, cast aluminum speaker brackets and cast aluminum domes. The new brackets are direct replacements for the wire baskets supplied with 1948 and 1949 models of the coupling units and will also accommodate all later models of Simplex in-car speakers. Exhibitors wishing to retain the basket-type hangers may now do so with the rust-proof, durable aluminum baskets, it is pointed out. The new cast-aluminum domes replace the spun aluminum dome originally supplied on the 1948 models.

•

Dr. Clarence E. Larson has been appointed vice-president in charge of research for National Carbon Company, according to an announcement by Adger S. Johnson, president. Dr. Larson was formerly director of the Oak Ridge National Laboratory, operated by Union Carbide and Carbon Corporation for the Atomic Energy Commission.

•

Bell & Howell has acquired new headquarters for its professional motion picture equipment and instrument division. George L. Oakley, manager of the division, reports that the engineering, sales, service and administrative departments have moved to Skokie, Ill., near the company's main plant in Lincolnwood, where all manufacturing will be carried on.

•

The International Popcorn Association, Chicago, is now conducting a poll among its members to select the "Popcorn Man (or Woman) of the Year." The award will be made on the basis of outstanding contributions to the growth of the entire popcorn industry. It will be presented to the winner during IPA's convention in November at Chicago.

•

Opening of new facilities in New York City for the repair, modification and overhaul of all RCA commercial and industrial electronic equipment has been announced by W. L. Jones, vice-president, Technical Products Service Department, RCA Service Company, Inc., Camden, N. J. Located at 419 West 54th Street, the shop supplements the company's present similar facilities in Camden. It will service such equipment users as broadcasters, schools, electronic distributors and service agencies.

Television Today

A CONCISE REPORT AND ANALYSIS OF THE SIGNIFICANT NEWS AND EVENTS

Spotlighting the News

Storm Clouds

► Things on the political front are to be stormy from now on until election night, November 6, 1956. The principle of equal time for all political parties and candidates is fine in theory but difficult—and expensive—to put into operation. Networks are going to have a jolly time anyway a year from now cancelling out commercial programs for campaign oratory. A good many of the viewers are going to be annoyed if they miss their favorite programs. It might not be a bad idea for some candidates to merely "sponsor" hit TV shows and get a friendly and ready-made audience that way.

Off We Go Again

► The toll-TV battle seems destined to stay alive if not in the halls of the FCC then in newspapers. Commander E. F. McDonald, Jr., president of Zenith, has issued a statement congratulating General David Sarnoff for what he interpreted as a change in position. The RCA head had suggested that the question of toll TV might be a presidential campaign issue next year. Mr. McDonald counters by suggesting that a better issue would be whether a small number of network officials control our television system and determine what the public shall see. Who's move next?

Color Briefs

► A number of advertisers are getting their first experiences with color TV with the preparation of 10- and 20-second commercials to be used as "adjacencies" (what a word!) to color programs this Fall and Winter. At present much of the additional cost in preparing the color commercials must be charged to experience as the number of viewers seeing these commercials in color is still tiny in comparison to the millions who will see them in black and white.

Program Content

► While critics may assert that too many television shows appeal to the whole family audience rather than to adults, there are sound reasons for designing programs to appeal to children. Statistics show that a greater percentage of families with children have television receivers and that the "in use" time increases roughly in proportion to the number of children. It is also noteworthy—and obvious upon reflection—that families with children are the biggest buyers of the things the TV advertisers have to sell. According to a recent study families with children spent from 30 to 60 per cent more than those without.

Flight from Chicago

► Chicago is now left with only one major network origination—Kukla, Fran & Ollie. The only other such show, Super Circus, will originate in New York after leaving Mary Hartline and other regular long-time members of the cast behind. It should be obvious to all concerned that the concentration of all regular shows in New York and Hollywood—despite personal and technical conveniences—is not good television policy. A good way to head off some legitimate criticism of network operations would be to provide at least a semblance of national originations. So far as Chicago is concerned history is repeating itself. There were days when Chicago was a rival of New York and Hollywood as a center of motion picture production.

Hot TV Sales Pace

► Television receivers are continuing to sell at record levels, according to the Radio-Electronics-Television Manufacturers Association. 1955 sales are certain to run ahead of 1954. If the Fall and Christmas buying seasons live up to expectations, sales should be much ahead of a year ago. Not only are the customers interested in bargains in sets but also in combination record players-TV receivers and even in three-way consoles including radio sets.

Unesco on TV Films

► The United Nations Educational, Scientific and Cultural Organization is seeing what it can do to further the international exchange of TV film material at a meeting going on now in Tangier. The sessions last until September 30. U.S. delegates are James Nelson, special assistant to president of NBC; Maurice Mitchell, president of Encyclopaedia Britannica films; Paul Wagner, executive director, Film Council of America, and Paul Talbott, president of Freemantle Overseas Radio & TV. Efforts will be made to work out a simplification of government regulations which impede exchange of TV films. Other topics are promotion of international exchange of performers and technicians and improving cooperation between trade and professional associations.

24 Hour TV

► It is not so many years ago that the "experts" were asserting that television stations could never operate profitably more than a few hours per day. Now we are in the "24-hours-a-day" era. WOR-TV, New York, for example, has just completed its first week of full time operation. The early morning hours from 1 A.M. to 7 A.M. through the weekdays feature "Night Time New York," a live show produced by Hank Leeds and with Milton Ford as master of ceremonies. One does not have to be very old to remember when there was headshaking about all-night radio! Now one not only has something to hear but somethi to see at any hour. Soon a subs tute for sleep will have to found.

"Playhouse" to Britain

► George T. Shupert, president ABC Film Syndication, has a nounced the company's first s in Britain. Associated Rediffusi one of the commercial contracto has bought 26 of The Playhou filmed series. Rights acquired a for all English speaking ter tories in Eastern Hemisphere.

Hotel Goes Color

► Fifty 21-inch RCA Victor col sets are now in operation in roo of the Hotel Governor Clinto New York City. This is said to the "first substantial multiple i stallation of color TV receivers hotel guest rooms." At the prese time the Governor Clinton has 7 black and white sets and plans equip all 1,200 guest rooms. The is no extra charge for black a white TV but there is for color.

AND IT CAME TO PASS—TV IS COMMERCIAL IN BRITAIN

by PETER BURNUP
and WILLIAM PAY

LONDON: The anxiously awaited commercial television service was inaugurated in Great Britain Thursday night without any discernible technical hitch. The clarity of projection over a wide area at least equalled and occasionally excelled the standard of BBC whose 30-year broadcasting monopoly has thus been broken.

To Associated-Rediffusion and Associated Broadcasting, programme contractors appointed to run the London station, fell the honour of presenting the first commercial TV programmes in this country and to assist what may prove to be a revolution in Britain's entertainment.

The new service was officially inaugurated in the historic Guildhall with speeches by the Lord Mayor of London, the Postmaster General and Sir Kenneth Clark, chairman of the Independent Television Authority. There followed a gala opening night ceremony with something for everybody—Sir John Barbirolli conducting the Halle Orchestra, vaudeville, professional boxing and various dramatic excerpts.

The general reaction was that the Halle Orchestra's opening and t contribution of such artists as Al Guinness, John Gielgud, Margar Leighton and Edith Evans we premiere highlights, but this m be unfair since the opening nig was inevitably a time of trial a excitement. A characteristic co ment was that everyone was on t best of behaviour and slightly b low usual form.

The commercial spots, lackin American TV sparkle and novelt were surprisingly innocuous, a though promoters were shy their huckstering trade. Advertise will have to do infinitely bett than this if they expect the co mercials to hold audiences.

From September 22 the BBC al turned on the "entertainment" hea Countering I.T.A.'s "opening night the BBC's programme included Disney film, "Animal, Vegetable Mineral," a new play and a tour o the Eiffel Tower. BBC's futur plans include stepping up pro grammes by at least 15 a week. I addition, the BBC has great hope of its Eurovision link. Many over seas programmes are planned.

Britain's first TV commercial o the air was for Gibbs S. R. Tooth paste—just for the record.

TV'S PROGRAM DISPLAY ADVERTISING HAS SMART, EFFECTIVE APPROACH

by VINCENT CANBY

Tallulah Bankhead, immediately after completing her first television appearance in an adaptation of Ibsen's "Hedda Gabler," a show which had required weeks of rehearsal and then was over and gone in just 60 minutes, commented to her press agent that the whole experience was like being shot out of a cannon.

Although it is doubtful that Miss Bankhead has ever *actually* been shot out of a cannon, her widely reported opinion had the ring of truth which could be appreciated not only by television performers, but also by the unseen workers behind and around any television production. That quality of immediacy, so peculiar and important to the TV medium, as opposed to other motion pictures or the legitimate stage, has resulted in many changes, not the least of which have been in entertainment advertising.

Reproduced on this page are just four examples of advertising art work coming from the offices of NBC-TV and CBS-TV these days and which are occupying increasing space in the newspapers of the nation. As the production budgets have risen, so have advertising budgets. And, most importantly, so has the quality of the advertising campaigns. Already a classic of its kind is the laconic R. R. Bouchey drawing of Jack Benny, the point of which needs only to point out time and place.

Reflecting the increasingly keen competition for the television viewers' time, the TV sections of the nation's newspapers have in recent weeks been dominated by this new look in entertainment advertising. "New look" here refers not only to the art work but to the point of view.

Last week in his New York office, John Cowden, operations director of advertising and sales promotion for CBS Television, took time off to talk about some of the things that are happening generally in entertainment advertising. Why, he was asked, have the television people seen fit to depart from a style of advertising accepted for so many years? That is, the principle of utilizing every line of space with descriptive adjective and still picture.

A modest man, Mr. Cowden wouldn't exactly say it was a difference in taste, rather he suspected it was the fashion of the times. It might also be the fact that television has not the heritage of carnival ballyhoo. More significantly, said Mr. Cowden, "the function of the television ad is to give people the news." The television ad must be as timely as the newspaper itself, he said. It must be immediate and there is no time for the kind of campaigns which cover periods of several months, as with motion pictures. Thus has evolved such a bold technique as that in the Jack Benny ad.

This quality of immediacy has resulted in highly concentrated ad campaigns, with no newspaper campaign getting under way more than a week before the show goes on the air, whether the show be a spectacular one-shot or the premiere program of a series. In the four market areas where CBS owns stations outright (New York, Los Angeles, Chicago and Milwaukee), the campaigns are paid for by the network. CBS affiliates, 25 per cent of which are owned by newspapers, make their own arrangements for the campaigns which are provided them by the network. Although sponsors may also advertise their shows, CBS never enters into any cooperative campaigns with them.

CBS has coming in November, Mr. Cowden reported, a fairly spectacular cooperative ad campaign with its affiliated stations. Designed to reach the public after all the new series shows have come on the air, the campaign will be comprised of 10 ads appearing on 10 consecutive days plugging all CBS-TV network programs.



premiere tonight!

Robin Hood

starring Richard Greene and Bernadette O'Farrell

Actually filmed in Sherwood Forest, the classic story of the famous outlaw who roamed the English countryside as the protector of the poor and defender of the weak comes to life tonight on CBS Television with Richard Greene starring in the title role.

Tonight at 7:30 channel 2

CBS TELEVISION





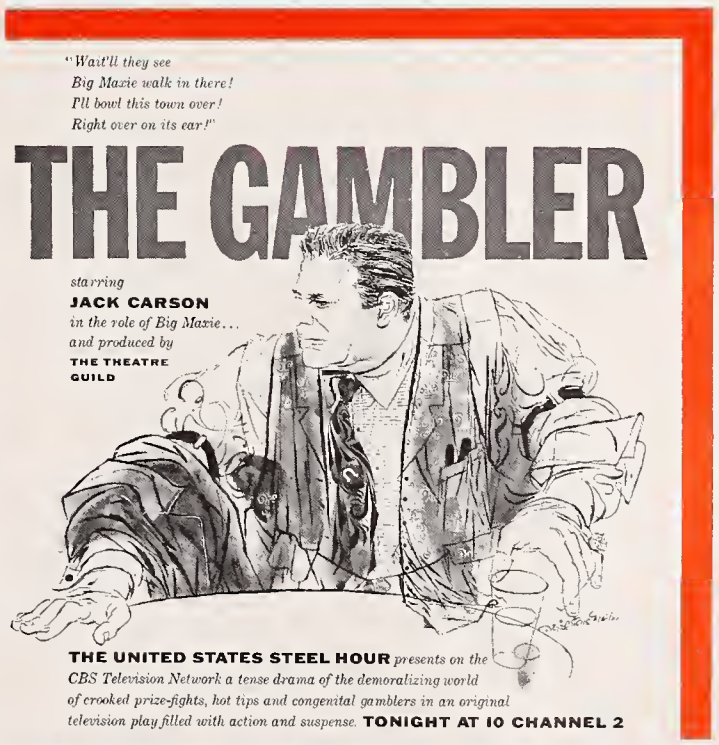
PREMIERE TONIGHT
IN NBC's NEW SEASON
OF EXCITEMENT!

COKE TIME starring

EDDIE FISHER

Enjoy a song-filled visit with Eddie. Fred Robbins is your host, and Axel Stordahl conducts the orchestra.

every WEDNESDAY and FRIDAY at 7:30 p.m NBC 4



[The "Robin Hood" and "Gambler" ads were prepared by the CBS Television Art Department under the direction of William Golden. The "Our Town" and "Eddie Fisher Show" are by Grey Advertising for NBC.]

Passing in Review

AMONG the television networks it was a week of steadily increasing competition for the attention of the national audience, with the latter in the happy position of winner no matter who might lose. Highlights were the Producers Showcase "Our Town" (September 19, NBC-TV), the well-received premiere of Phil Silvers' new film series, "You'll Never Get Rich" (September 20, CBS-TV), the return of the "Jack Benny Show" (September 25, CBS-TV), and the retitling of the everlasting "Ed Sullivan Show" (September 25, CBS-TV). Especially awaited was the dual television debut (September 24, CBS-TV) of the "Ford Star Jubilee" and its star, Judy Garland, "live" on TV for the first time. Also in the week a certain quiz program (September 20, CBS-TV) sent another housewife toward stardom and introduced a contestant who may possibly turn out to be the show's first obnoxiously immodest character. He knows all about baseball.

PRODUCERS SHOWCASE, "Our Town," NBC-TV, 1½ hour, September 19, 1955. For RCA and Ford Motor Company.

Producers Showcase carried its fine tradition forward last Monday night with a stunningly acted performance of Thornton Wilder's classic, "Our Town," to which Jimmy Van Heusen and Sammy Cahn had brought music and lyrics. Undoubtedly the honors of the evening went to Eva Marie Saint and Paul Newman. They caught the poignant spirit of the original—in at least two scenes—with overwhelming emotional impact. On the casting of Frank Sinatra as the Grovers Corners stage manager, and on the contributions of Mr. Van Heusen and Mr. Cahn, there might be room for controversy. Mr. Sinatra, finding himself a good distance north of Times Square, happily underplayed. And although they comprised probably the best original musical score yet presented on TV, the music and lyrics (as in "Look to Your Heart") couldn't top Mr. Wilder's drama—maybe only grand opera could have. In lighter moments, however, "Love and Marriage" and "The Impatient Years," had a pleasant, Booth Tarkington type of gaity and innocence that were not far from the truth. The honest adaptation by David Shaw, Nelson Riddle's musical backgrounds, the spare settings and the dramatic lighting, and the supporting performances of Paul Hartman and Ernest Truex, all contributed to one of TV's finest 90 minutes. Producer Fred Coe and director Delbert Mann are to be congratulated and they, in turn, can thank a master, Mr. Wilder.

COLGATE VARIETY HOUR. NBC-TV. One Hour 8 to 9 P.M., EDT. September 18, 1955. For Colgate-Palmolive.

Leading off the season for this notable variety show were Dean Martin and Jerry Lewis, and the pair, in their expected and welcome brand of comedy — largely slapstick—were aces high. The recent problems between the two, which reached the public in crescendo at that time, were referred to specifically and cleverly, in dialogue and with special lyrics to the old number, "Side by Side." It was an inspirational reply to a loud, if unspoken, question in the minds of all viewers, and went over extremely well. It was real showmanship. The highlight bits, typical of the Martin and Lewis technique, were a takeoff on "The "$64,000 Question," with Jerry as the not-too-clever quizee; and a sketch in a poolroom, with the great comedian proving that point once again as the songwriting lame-brain. The pair sent the series off to a rollicking start.

STUDIO ONE—"LIKE FATHER, LIKE SON." CBS-TV. Half-Hour. 10 P.M., EDT. September 19, 1955. For Westinghouse.

Opening the curtain on a new series of "Studio One" productions, Ralph Bellamy, Geraldine Fitzgerald and Keenan Wynn contributed a notable set of performances in a dramatic item concerning a wealthy father who believes anything can be "bought," and who nearly ruins his son before the lesson is learned. Miss Fitzgerald is the wife and mother who fights Bellamy, and Wynn is extremely good as the shady lawyer who sees with crystal clarity the difference between his own and Bellamy's codes of behavior and where they can lead. It involves a hit-and-run auto accident, college examination papers and a potentially bribed witness. It is on the whole well done, despite an occasional bit of stickiness. Felix Jackson produced and Paul Nickell directed.

Who's Where

ROBERT L. STONE has been pr moted to general manager WABC-TV, New York, and h post as director of ABC's televisi production services department h been taken by BERNARD I. PAU SON, plant superintendent in Ne York. The appointments were a nounced by ROBERT E. KINTNE ABC president.

GERARD GINGRAS, of Montre has been appointed a governor the Canadian Broadcasting Corp ration for a term of three yea

HOWARD WORMSER, former c rector of public relations f MCA-TV, Ltd., has returned KTLA, Los Angeles, as director publicity. ABE GREENBERG h been named director of advertisi and sales promotion for the st tion. Also at KTLA, the new chi engineer is JOHN SILVA, whi ROY WHITE has been named succeed him as engineering oper tions supervisor.

DAN INDJIAN has joined the ed torial department of George Bla Enterprises, Inc.

JAY SHERIDAN, for many yea a producer in the Chicago office Louis G. Cowan, has moved to Ne York to join the staff of "Robe Montgomery Presents," NBC-T presentation.

TED YATES, JR., former executi producer for TEX and JINX M CRARY, has been named direct of news and special events f WABD, New York.

COMMERCIALS ON THE SPOT

Continued activity on production of new commercial spots, to freshen the advertising appeals for a variety of products, includes the following:

At ACADEMY PICTURES
Cut-Rite Waxed Paper (*J. Walter Thompson*)
Franco-American Spaghetti (*Ogilvy, Benson & Mather*)
San Giorgio Macaroni (*Vansant Dugdale*)
Campbell Soup (*BBDO*)
General Electric Lamps (*BBDO*)
Gillette Razor (*Maxon*)
Plymouth Cars (*N. W. Ayer*)
Old Gold Cigarettes (*Lennen & Newell*)
Revlon Cosmetics (*Norman Craig & Kummel*)

At AMERICAN FILM PRODUCERS
Ipana (*Doherty, Clifford, Steers & Shenfield*)
Bordens Instant Coffee (*Doherty, Clifford, Steers & Shenfield*)

At ATV FILM PRODUCTIONS
The Procter & Gamble Company (*Compton*)
Standard Brands, Incorporated (*Ted Bates*)
Avco Manufacturing Corporation (*Compton*)
Remington Rand, Incorporated (*Compton*)
Sterling Drug (*Compton*)

At GEO. BLAKE ENTERPRISES
White Owl Cigars (*Y & R*)
Eastside Old Tap Beer (*Warwick & Legler*)
General Electric Institutional Products (*Y & R*)
Gaines Dog Food (*Benton & Boles*)
Lucky Strike (*BBDO*)
Sanka Coffee (*Y & R*)
De Soto Cars (*BBDO*)
Con Edison Gas Heating (*BBDO*)
Post Raisin Bran Cereal (*Benton & Boles*)

At CARAVEL FILMS
Gillette Razors (*Maxon*)
Bufferin (*Y & R*)
Nash Cars (*Geyer*)
Mobile Gas (*Compton*)
Nabisco (*McCann Erickson*)
American Standard Plumbing (*BBDO*)
Johns Manville Asbestos (*J. Walter Thompson*)
U. S. Treasury Bonds (*McCann Erickson*)
Geritol (*Ed Klettier*)
Lucky Strike (*BBDO*)

At SARRA, INC.
Wesson Oil (*Fitzgerald*)
Cook's Paints (*R. J. Potts-Calkins & Holden*)
Sylvania TV Sets (*J. Walter Thompson*)
Purina's Chick Food (*Gardner*)
Startena (*Gardner*)
Ciba Vitamin (*J. Walter Thompson*)

At LALLEY & LOVE
Procter Toasters (*Weiss & Geller*)
Borden Coffee (*Doherty, Clifford Steers & Shenfield*)
Western Union (*Albert Frank Guenther Law*)

At UNITED WORLD FILMS
VIV Lipstick (*Leo Burnett*)
De Soto Cars (*BBDO*)
Spic & Span (*Biow-Beirn-Toigo*)
Five Day Deodorant (*Grey*)
Pepsi-Cola (*Biow-Beirn-Toigo*)
Marlboro (*Leo Burnett*)
Lux (*J. Walter Thompson*)
Procter & Gamble's "Joy" (*Le Burnett*)
Philip Morris (*Biow-Beirn-Toigo*)
DuPont Anti-Freeze (*BBDO*)
Coca-Cola (*D'Arcy*)
Campbell's Soups (*Leo Burnett*)
Toni Soft Touch (*Leo Burnett*)



Shows on the Mark

The 20th Century-Fox Hour will emiere Wednesday, October 5, er the CBS network with Noel ward's "Cavalcade." General ectric sponsors.

Alfred Hitchcock Presents, a v series of suspense programs, vs on the CBS network Sunday, ober 2. It will include original plays and classic works of stery. Mr. Hitchcock will be cutive producer and host-nar- or. Bristol-Myers sponsors.

The world premiere performance "Griffelkin" will open the 1955- season of the NBC Opera Thea- Sunday, November 6.

Our Miss Brooks, starring Eve den, will premiere Friday, Octo- 7 at 8:30 P.M. over CBS for neral Foods. The series has been pletely revamped in format, t and locale.

Starting Sunday, the ABC net- k will carry exclusively the cago "pro" football games of Bears and Cardinals, for Fal- ff Brewing, St. Louis. WABC, w York, will not carry the se- s, however.

Paris Precinct," starring Louis rdan and Claude Dauphin as French detectives, began yesterday over WABC.

"Paula Stone's Workshop" gives the star her TV debut Sunday afternoon over WABC. She will be producer, star, and director. She features Tim Herbert, dancers Howard and Maye, and six guest children each Sunday.

Sunday, October 30, ABC's "Super Circus" moves from Chicago to New York, after six years. The New York studio, 7 West 66th Street, is expected to give more of the canvas tent atmosphere, and more audience character. Added studio height will be comparable to that of a real "big-top"; and there will be lighting effects not now possible.

Pontiac is bringing to life over NBC "Project 20," starting November 13. Described as different, it "will attempt to give Twentieth Century Man a chance to take a long look at himself and the world in which he lives." The first three shows will be "Nightmare in Red," "The Jazz Age" and "The Rise and Fall of a Dictator." Henry Salomon is producer.

"Captain Kangaroo," for children, one hour, five days per week, opens the morning of October 3 over CBS. The "Captain" is Bob Keeshan, who will introduce children to the wonders of music, games, toys, nature, cartoons and other novelties.

"The Millionaire" begins Wednesday over CBS. A "get rich quick" nugget, it tells of an eccentric billionaire who moves into the lives of ordinary people with gifts, up to a million. Don Fedderson made this in Hollywood, and the sponsor is Colgate-Palmolive.

Fifty-six scripts have been purchased for NBC Matinee Theatre, Albert McCleery, executive producer, says. The program is five days, full hour, live, and begins October 31. It originates from NBC's Color City, Burbank, Cal.

Wednesday evening sees opening of Ralph Edwards' "This Is Your Life" on NBC. This show will come from the El Capitan theatre, Hollywood.

"Caesar's Hour," from Sid Caesar, will return to NBC tonight. He will do his famous monologue pantomime this evening. He also will do his satires. Sponsors are Helene Curtis Industries, Inc., Remington Rand, American Chicle.

"Justice," the weekly half-hour program based upon Legal Aid Society files, returns to NBC Sunday evening. American Tobacco (for Filter Tip Tareytons) is sponsoring this, the second year.

YOUR PICK OF TWO GREAT LIBRARIES FOR STOCK FOOTAGE

NBC FILM DIVISION

MARCH OF TIME

LICENSE FEE PER 35MM FOOT

NBC LIBRARY		MARCH OF TIME
.00	Local TV One-Time Use	1.50
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.50	TV Sales Commercial	2.50
.00	Feature Picture for Theatrical Release	5.00

Quantity discounts available

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NBC FILM EXCHANGE
SUNSET & VINE, HOLLYWOOD, CAL.
HOLLYWOOD 9-6161, EXT. 640

The Show-Makers

*John Wayne has been added to **Milton Berle's** guest roster for the premiere program of the new Milton Berle Show, NBC-TV color production Tuesday.*

***Audie Murphy**, most decorated World War II hero, will head the list of guests on Hollywood Preview Wednesday, September 28 on WABD, New York.*

***Al Goodman** will compose and conduct an original score for "1976," NBC-TV's view of the world of tomorrow, Sunday, October 9. The show will star **Sid Caesar, Nanette Fabray, Arlene Francis, Wally Cox** and **Dave Garroway**.*

***Paul Kelly** will star in "Shadow of God," initial presentation in Crossroads, over ABC-TV October 7. **Strother Martin** also is in the cast.*

***Jackie Cooper** will celebrate his 30th year in show business with his first regular weekly TV series, "The People's Choice" over NBC-TV, beginning October 6. With him will be featured **Patricia Breslin, Leonid Kinsky** and **Margaret Irving**. The show was created and produced by **Irving Brecher** in Hollywood.*

***Groucho Marx** once again brings "You Bet Your Life" back to TV and radio, via NBC, when the program resumes for the ninth consecutive season this Wednesday. **George Fenneman** again will be at Groucho's right hand. **John Guedel** produces.*

***Johnny Carson** starts his "The Johnny Carson Show" Fall season over CBS-TV October 6, and the comedian will have **Jill Corey**, one of Columbia Records' brighter young newcomers, with him on the show.*

STATION TO STATION

They say it's a television "first". Crosley Broadcasting's WLW-D, in Dayton, held a "drive-in program" for the public Friday afternoon. "Studio Party" with Jim Runyon as m.c., originated from the station's parking lot.

Vocalite (country and western) Mimi Roman is resting. Doctor's advice. No new contract with Crosley Broadcasting. Her last performance will be next Saturday on WLW's "Midwestern Hayride".

New television station CJON-TV went on the air last week at St. Johns, Newfoundland, with eight films from NBC.

University of Missouri's new half-hour morning series on Sundays began yesterday on KWK-TV, St. Louis. It comprises kinescopes using material garnered from various teaching divisions, with music by the university band.

WCTV began serving Tallahassee, Fla., and Thomasville, Ga., last week. The Channel 6 station is operated by John Phipps Broadcasting, and has 100,000 watts.

Bartell Broadcasters, Inc., Atlanta, has purchased KCBQ, San Diego. Reportedly $250,000 changes hands. The company recently bought WBGE and WBGE-FM, Atlanta.

With 316,000 kw, WHTN-TV, begins service to Huntington, W. Va., on Channel 13 October 2. It is an ABC affiliate. It hopes to serve more than 54 counties. Its location is 1,308 feet high, and its antenna is 240 feet high. Fred Weber is chief executive and the station is a subsidiary of Greater Huntington Theatre Corporation, directed by Sol J. Hyman.

TELEVISION TODAY—Editorial Director: Charles S. Aaronson; Eastern Editors: Pinky Herman, Vincent Canby; Hollywood: William R. Weaver, Samuel D. Berns; Washington: J. A. Otten; London: Peter Burnup; Photo Editor: Floyd E. Stone.

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PRE-SELLING
your coming 20th CinemaScope attractions to at least 30,000,000 network viewers every second week...coast to coast!



Sponsored by
GENERAL ELECTRIC

TUNE IN – PREMIERE
Wed., Oct. 5, CBS-TV, 10 P.M., EDT
Behind the scenes with Darryl F. Zanuck, Joan Caulfield, Robert Ryan, Cameron Mitchell and director Raoul Walsh — Clark Gable, Jane Russell, Robert Ryan in preview highlights from "The Tall Men"!

Produced by TCF Television Productions

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 61 NEW YORK, U. S. A., TUESDAY, SEPTEMBER 27, 1955 TEN CENTS

ate Start Oct. 4

. of J. Lists 20 o Testify in 6mm. Action

G. Levathes, Ad Man, Be First on Stand

From THE DAILY Bureau

OLLYWOOD, Sept. 26. — The S. Department of Justice, in a ument furnished to defendants in 16mm. anti-trust case, listed in following order 20 witnesses Government intends to call in the which started last week, MOTION TURE DAILY learned today.

he 20 are: Henry Roman, Abe dow, Bernard Lowenthal, Brig. . David Sarnoff, Frank Stanton, ph Harris, Eliot Hyman, Milford ster, Howard McDonnell, Joseph oenfeld, George Nasser, Charles intraub, John L. Dales, Don Fran- Arthur Lockwood, Edward goy, Sidney Schreiber, Herbert nger, Arch Reeves and Philip rcus.

eter G. Levathes, New York adising agency man, called at the uest of 20th Century-Fox, is exted to be the first witness, apring Oct. 4.

arket Selling Hits ost Film Shares

Motion picture stocks were carried er in yesterday's 7,000,000 share ing market along with the break prices of all market leaders in a ction to mounting quotations over ng period and the news of Presit Eisenhower's illness. Despite the ence of any record volume in film res, prices were lower by fractions more than four points.

On the Big Board, American Broad-

(*Continued on page* 8)

hapiro to New High inema Lodge Post

To facilitate the functioning of w York's Cinema Lodge of B'nai ith during his frequent absences m the city, Max E. Youngstein, sident, has appointed Robert K. apiro, managing director of the

(*Continued on page* 7)

Advance Fox U.K. Filming

By PETER BURNUP

LONDON, Sept. 26. — Unable to complete pending plans here for 20th Century-Fox CinemaScope production because of the illness of Sir



Spyros Skouras



Darryl Zanuck

Alexander Korda, with whom the arrangements are being made, Spyros P. Skouras, president, and Darryl F. Zanuck, production head of the company, will leave tomorrow for the south of France where Korda is recuperating and where the negotia-

(*Continued on page* 8)

Board May Decide Technicolor Lay-Off

The possible necessity for re-tooling Technicolor's Coast laboratories to better accommodate new photographic processes could bring about a temporary closing of the Hollywood

(*Continued on page* 8)

Text of Draft Is Made Public

Agree on Final Draft Of Arbitration Plan

Needs Approval of Participants, Justice Dep't., Federal Court; Few Changes Made

Agreement on a final draft of an industry arbitration and conciliation plan was announced yesterday by the joint committee of exhibitors and distributors which directed the work of developing a program. At the same time copies of the 65-page draft were made available for publication and were distributed to the various participating organizations for study and discussion.

The final draft is essentially the same as that developed last January by the exhibitor-distributor drafting committee, with several revisions dated May 9, 1955.

As in the earlier drafts, no provision is made for arbitration of film rental disputes, the issue on which Allied States Assn. withdrew from the participating groups and continues to remain outside them.

Also, as in the earlier drafts, no

(*Continued on page* 8)

Arbitration Is Still Many Months Away

With a final draft of an industry arbitration plan agreed upon by the joint exhibitor-distributor committee, the plan now must survive these remaining hurdles before it can be placed in effect:

Be approved by four participating exhibitor organizations and all individual participating distribution companies;

Be approved by the U. S. Attorney General;

Be approved by the Federal District Court in N.Y.

Thereafter, three months are allowed in which to organize the system, after which it would operate for a test period of one year, subject to renewal or abandonment.

For Audience Awards Election

Theatre Enlistment Pledges On Way To Every Theatre in the Country

Elmer C. Rhoden, national chairman of COMPO's Audience Awards Committee, announced yesterday that theatre enlistment pledges for the Audience Awards election, were being mailed to every circuit operator and all of the theatres in the country.

The pledge form contains the official rules governing the public balloting, Nov. 17 to 27, to which the participating theatres are expected to conform. The pledge blank emphasizes that no entrance fee is required of participating theatres and that the signing of the pledge does not commit them for the expenditure of any money except that which they may

(*Continued on page* 7)

Contest Rules for Audience Awards

Rules governing the balloting in the Audience Awards Election, as outlined by Elmer Rhoden, national chairman, are as follows:

1—The period of public voting will be from Nov. 17, through Nov. 27, and during that period official ballots

(*Continued on page* 7)

Screen Gems-T.P.A. Merger in Work

From THE DAILY Bureau

Television Today..

HOLLYWOOD, Sept. 26.—A merger of Screen Gems, wholly owned Columbia Pictures television film subsidiary, and Television Programs of America, large producer of TV films is in work, Edward Small, board chairman of the latter company, confirmed at the weekend.

Although he declined to discuss details of the proposed merger, Small said it would require considerable time to complete negotiations. A merger of the two would result in formation of one of the largest TV film organizations in existence.

Hadley, Jr., Named to Para. London Post

From THE DAILY Bureau

LONDON, Sept. 26. — Paramount has appointed Russell W. Hadley, Jr., as assistant to F. E. Hutchinson, the recently appointed managing director of the company here. Hadley has been Paramount's representative in various territories in the Far East.

PERSONAL MENTION

ARNOLD M. PICKER, United Artists vice-president in charge of foreign distribution, will return to New York today from Miami.

•

BERTHA GIBSON, United Artists switchboard operator in St. Louis, will be married on Oct. 1 at St. Francis de Sales Church there to DAN COLANTINE.

•

SKIPPY SANFORD, Todd-AO chief camera engineer, has returned to Hollywood from England and the Continent.

•

SAM BEKERIS, United Artists supervisor in Latin America, will arrive in New York today from Buenos Aires

•

BETTY BOX, British producer, will return to England from New York today via B.O.A.C.

•

SUSAN STEPHAN, British actress, has arrived here from London via B.O.A.C.

•

SILVANA PAMPANINI, Italian actress, has returned to New York from Denver.

'Cinerama Holiday' In D.C. Tomorrow

WASHINGTON, Sept. 26. — Top embassy, congressional and administration officials will turn out for the Washington premiere of "Cinerama Holiday" at the Warner theatre Wednesday night.

The premiere is being sponsored by the Washington Variety Club as a benefit for its Welfare Fund for Children's Hospital.

Stanley Warner president, Si H. Fabian and Executive Vice President Samuel Rosen will be hosts at a dinner before the premiere for some 100 top government and trade figures. Producer Louis de Rochemont and the film's stars, Betty and John Marsh of Kansas City, will be on hand for the dinner and premiere.

Cinerama 'Fair Girl' in N.Y. from Deerfield

The Deerfield Fair, chosen by Louis de Rochemont to represent this typical feature of American life in his production of "Cinerama Holiday," is being publicized here by the appearance of Brenda Hitchcock, queen of the Deerfield Fair in New Hampshire, who will spend three days in New York to aid the "biggest little fair on Earth," which opens on Friday.

Miss Hitchcock portrayed the typical American girl through all the colorful fair sequences of de Rochemont's film.

Altec Men to Meet In Chi. Nov. 10-12

Announcement was made yesterday by H. M. Bessey, executive vice-president of Altec Service Corp., of a nation-wide get-together of company representatives scheduled to follow the closing of the TESMA convention in Chicago.

Altec executives, division and branch managers will assemble at the Drake Hotel at a meeting on November 10-12, to be presided over by Bessey, in which various phases of company activities on a nationwide scale will come under discussion.

Attending from Altec's New York headquarters will be Bessey, Marty Wolf, sales manager; C. S. Perkins, operating manager; A. J. Rademacher, assistant operating manager; P. F. Thomas, treasurer; S. M. Anderson, merchandising manager; D. L. Demarest and M. Bender, of headquarters engineering staff, and Bert Ennis, director of publicity and advertising.

Strike Threat Brings Israeli Closings

Special to THE DAILY

TEL-AVIV, Sept. 19. (By Air Mail). — Theatres in Tel-Aviv and Haifa were closed by order of the Cinema Proprietors Assn., after the Cinema Employes Union called a strike at the Yaron Theatre, Tel-Aviv, and threatened similar action at other theatres if their wage claims were not met.

In Haifa the Labor Council approved a strike at the Orah Theatre to back up employes' demands for higher wages. The C.P.A. then closed all other theatres in the city.

Labor Ministry officials have met with both sides in an inconclusive arbitration attempt.

Auto Accident Kills Mrs. Orville Crouch

WASHINGTON, Sept. 26. — Mrs. Orville W. Crouch, wife of the Eastern division manager of Loew's Theatres, was struck by an auto and killed on Saturday.

Mrs. Crouch, who was 40, was crossing the street to join her husband in their car when she was hit. Crouch heard the accident but did not see it. Mrs. Crouch will be buried in Indianapolis, where she was born and raised. Besides her husband, she is survived by her mother, five sisters and a brother.

A. C. Harris Dies

SEATTLE, Sept. 26. — Alfred Charles Harris, 44, of Olympia, well-known theatre manager who operated the Ridgemont Theatre in the Greenwood district, died at his home of a heart attack.

MGM Sets Extensive 'Trial' Ad Campaign

With the world premiere of "Trial" set for the Orpheum, Denver, tomorrow and to be followed by a number of pre-release engagements, M-G-M has lined up what it claims to be one of the most extensive advertising and promotion campaigns to launch the picture, devoting special attention to additional phases which are designed to lend themselves to the public and judicial eye.

In addition to regular screenings for the trade, M-G-M branches are inviting judges, members of the legal and bar associations and civic and state organizations to attend invitational showings. Special screenings are being set up for newspaper editors and personnel as well as important local and national magazines.

Supplementing the publicity and promotion activities is an advertising campaign which embraces full page and single column space in national and fan magazines with a combined circulation of 59,216,296 and an estimated readership of 207,101,847.

There also will be 800 billboards spread over 19 towns scheduled to play the picture in the first list of dates.

MGM 'Show Shop' At TOA Convention

M-G-M will present its "Show Shop," a visual, 50-foot walk-around display of its 33 promotion aids for exhibitors at the Theatre Owners of America convention in the Biltmore Hotel, Los Angeles, Oct. 6-9. The display was arranged in compliance with requests made by Walter Reade, Jr., head of the Reade circuit and T.O.A. chairman of the board, and Herman Levy, general counsel of the exhibitor organization. The organization's officers asked M-G-M to exhibit the promotion services following the M-G-M Ticket-Selling Workshops.

Mike Simons, director of customer relations for M-G-M, will be on hand at the convention to supervise the display and to greet visiting exhibitors in attendance.

132 Day-and-Date Bows for IFE Unit

As a result of grosses in key situations, I.F.E. Releasing Corp.'s combination of Gina Lollobrigida's "The Wayward Wife" and Silvana Mangano's "Outlaw Girl" has been set for an initial city break of 132 day-and-date engagements in both conventional and drive-in theatres during the next four weeks in Chicago, Pittsburgh, Buffalo, Boston, New Haven and Albany, it was announced by Bernard Jacon, vice-president in charge of sales for I.F.E.

Brooklyn Theatre in 'Test' Bingo Game; Called 'Cha-Cha'

Over the opposition of sever churches in the neighborhood, t Avenue U Theatre in Brooklyn w offer Bingo under the name of "Ch Cha" on Monday night. It will a test case, according to Nat Renar manager of the house, who said ye terday that the churches have i formed him that they would seek stop the game by jamming the lob with their own players, making difficult for patrons to enter the the tre. No admission price will be ask of those who wish to hear the call number over a loud speaker.

Renard stated that the game w not a publicity stunt but a move try to stay in business. The chur bingo games, he said, have been ea ing into the theatre's gross a threatening the house's continu operation.

Simon Dies, Veteran Memphis Manager

MEMPHIS, Sept. 26.—Joe Simo veteran Memphis Theatre man, di here at Baptist Hospital after week's illness. He was 62.

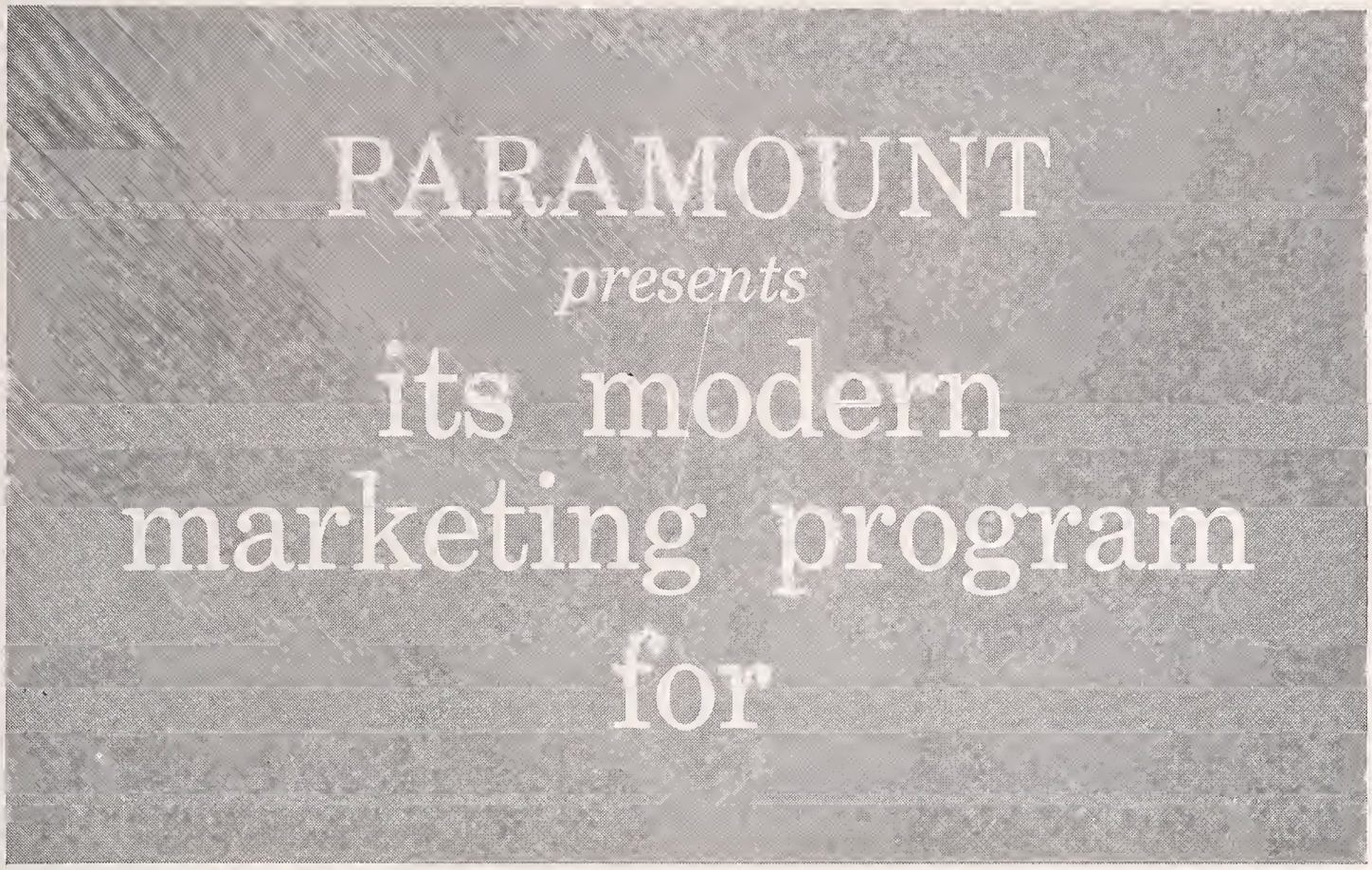
Simon was assistant manager the Plaza, Rosemary and Lucia Theatres in Memphis. Prior to th he had been manager of the Ri and assistant manager of the Warn

Simon came to Memphis 22 yea ago after being a member of t band with Ringling Bros., and Ba num and Bailey circuses for 20 yea He was active in the Shrine a Variety Club. Funeral services a burial were held yesterday.

NEW YORK THEATRE
RADIO CITY MUSIC HALL
Rockefeller Center
"It's Always Fair Weather"
in CinemaScope and Color starring
Gene KELLY • Dan DAILEY
Cyd CHARISSE • Dolores GRAY
Michael KIDD
AN M-G-M PICTURE
and SPECTACULAR STAGE PRESENTATION

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WILLIAM WYLER'S

THE DESPERATE HOURS

PARAMOUNT IS NOW EXECUTING PLANS, long studied, to back THE DESPERATE HOURS with the deepest degree of market penetration ever created for any picture. These plans are moving ahead rapidly to build public awareness of this William Wyler Production, based on the best-seller and prize-winning play, to a full-peak potential coincident with the picture's release. For weeks, wave after wave of picture selling will be directed toward the ticket-buying public as THE DESPERATE HOURS is reinforced by a strikingly new scientific marketing program which utilizes the tools of modern merchandising. Again Paramount's famed pre-selling pioneers a "different" technique to yield the exhibitor greater boxoffice return.

AFTER MONTHS OF RESEARCH, Paramount has now launched an intensive campaign aimed at America's market-areas of 100,000 population and over—a campaign through which every exhibitor from the largest to the smallest situation stands to benefit.

A 5-point total penetration program has been formulated to so broaden the "know-about" and increase "want-to-see" that the potential index will be the largest in the history of motion picture merchandising. The highlights of this program are:

The scientific-marketing selection of five "Star Cities"—New York, Chicago, Washington, Dallas and Los Angeles—where the foremost national opinion-molders have attended evening previews before large and enthusiastic audiences in top theatres. Underscoring the "event" angle, the special guests have included Producer-Director William Wyler, Joseph Hayes, author of the novel and play, Don Hartman, Executive Producer of the Paramount Studio and star personalities. The goal of these previews has been the rave comments and enthusiastic word-of-mouth of widely known critics and writers read nationally or throughout large areas of the country. This goal has been achieved!



Second in this 5-point total penetration are similar theatre previews in 32 exchange or "Target Cities" where favorable comment, though more localized, will reach throughout 200 market areas. Here the force of critics and commentators most heeded locally will have maximum impact.

Of tremendous significance is the third penetration stop—one of the largest national magazine ad campaigns ever undertaken in behalf of a Paramount picture. Media have been selected with a view to obtaining "total population readership." Throughout October, practically every family in the country will see one or more of these ads.



The fourth step will follow logically after the third, as Paramount goes all-out in local cooperative advertising on a scale as impressive as its national advertising.

The final aspect of the 5-point total-penetration plan will concentrate on all other media outside the national and local press with special emphasis on TV and radio promotion. Many important network programs will be utilized. This effort will be aggressively duplicated on the local level.

THIS MARKETING PROGRAM for "THE DESPERATE HOURS" points up again that Paramount leads the industry in giving pre-sell support to exhibitors . . . and now pioneers for the motion picture boxoffice those precise, scientific procedures of marketing that have proved so profitable to other American businesses.

AS LONG AS THERE ARE FAMILIES "THE DESPERATE HOURS" WILL BE REMEMBERED

VISTAVISION
MOTION PICTURE HIGH-FIDELITY

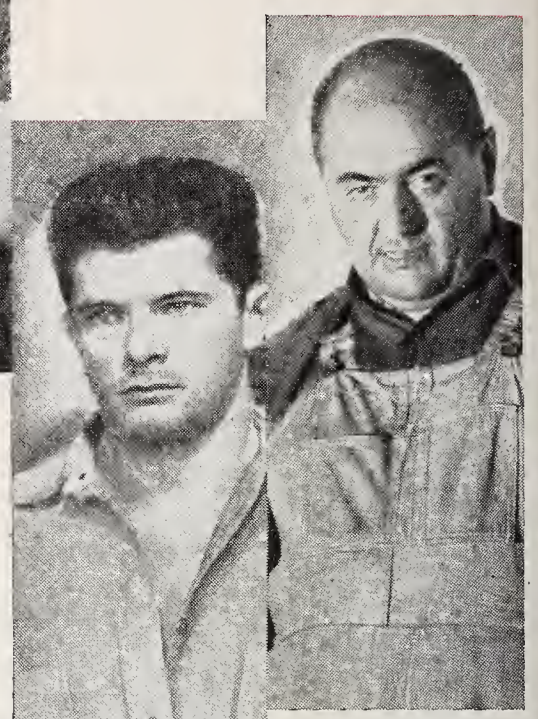












Paramount presents
HUMPHREY **BOGART**
and
FREDRIC **MARCH**

in
WILLIAM WYLER'S
Production of
THE DESPERATE HOURS
co-starring
Arthur Kennedy · Martha Scott · Dewey Martin
Gig Young · Mary Murphy
Produced and Directed by WILLIAM WYLER · Screenplay by JOSEPH HAYES
Adapted from the novel and play by Joseph Hayes

FROM THE ACCLAIMED COLLIER'S SERIAL!

THE BOOK-CLUB BEST-SELLER!

THE PRIZE WINNING BROADWAY HIT!

World Premiere
CRITERION THEATRE, NEW YORK, THURS., OCTOBER 6th

Powerful ads appear in
SATURDAY EVENING POST and COLLIER'S
part of the big campaign in 16 magazines...including
DOUBLE SPREADS IN LIFE AND LOOK

Pledges

(Continued from page 1)

deem necessary for promotion of the election in their own theatres.

In a letter being sent with the pledge forms, Rhoden says: "Although I am well aware of the average person's reluctance to sign pledges, nevertheless I am sending you herewith a blank form which I hope you will fill in. As you will note, it is a pledge of enlistment in the Audience Awards campaign and promise to abide by the rules that have been set up to govern the conduct of theatres participating therein.

"I wish to emphasize that the signing of this pledge is entirely voluntary. I feel confident, however, that you will appreciate my position as national chairman of the Audience Awards committee and that you will give me your cooperation."

Shapiro

(Continued from page 1)

New York Paramount Theatre, to the newly-created post of executive vice-president, it was announced yesterday.

Shapiro, who is chairman of this year's major fund-raising project of Cinema Lodge on behalf of the B'nai B'rith agencies, will supervise activities during Youngstein's absences and will also preside at meetings.

Comerford Heirs Sue Walker and O'Leary

SCRANTON, Pa., Sept. 26.—Children of M. B. Comerford, nephew of M. E. Comerford, founder of an extensive theatrical chain, have filed suit in Lackawanna County Orphans' Court against Frank C. Walker, former U.S. Postmaster General, accusing him of "mismanaging and manipulating the assets" of a multi-million-dollar estate of which he is executor.

The first accounting filed last February, showed the value of the estate as $1,052,777 as of December 31, 1954. A new accounting filed last month fixed the value at $3,475,422 as of June 30.

The complainants charge that this increase resulted from "a wholly fictitious credit" which Walker created by "employing the device of altering and changing original book entries."

The suit accuses both Walker and J. J. O'Leary, general manager of the Comerford theatre circuit, and a trustee with Walker in the estate of M. B. Comerford, who died in 1935, of making unauthorized non-interest loans to companies, persons and estates, and takes 319 exceptions to the administration of the estate by Walker. The suit asks the court to surcharge Walker for losses allegedly resulting from "waste, mismanagement, maladministration."

Asked for comment on the Scranton suit yesterday, Frank C. Walker said: "I feel my administration of all of the Comerford affairs has been in the best interests of all of the heirs. It now becomes a matter for the courts to determine."

REVIEW:

The Treasure of Pancho Villa

RKO Radio-SuperScope

Hollywood, Sept. 26

PRODUCER EDMUND GRAINGER'S special skill in the production of big-scale, broad-gauge, wide-swinging melodrama ("Sands of Iwo Jima," "Wake of the Red Witch," see QP's Motion Picture Almanac for complete list) is on full and exciting display throughout this smashing picturization of a Mexican legend which may or may not be truly historical but certainly couldn't be more convincing if authenticated down to the last bullet. The picture has five good names for the theatre marquee—Rory Calhoun, Gilbert Roland, Shelley Winters, Technicolor, SuperScope—and a steady succession of surprises (including a finish that's a whopper) for the theatre audience. It plays great and ought to pay a fat profit.

The legend on which J. Robert Bren and Gladys Atwater based their story, and on which the powerfully proficient Niven Busch predicated his screen play, concerns a shipment of gold coin that was dispatched to Pancho Villa in 1915 but never reached him, for reasons revealed in the Grainger picture.

The fast-rising Calhoun portrays an American adventurer, handy with a machine gun, who serves the Villa supporters for pay, and the redoubtable Roland plays a loyal follower of Villa. The two men have worked together previously on dangerous undertakings and they handle this one with speed and precision, to the same end but for different purposes.

Miss Winters, obviously more or less written into the story for purposes of romantic exploitation, is seen as the revolution-minded daughter of a murdered American business man, and manages to make her presence in the story meaningful enough until a plot-twist takes her out of it.

And Joseph Calleia, the invariably dependable conqueror of tough assignments, makes his portrayal of a two-way traitor a shining example of histrionic craftsmanship.

There are many more competent performers in the large cast, some of them Mexican and some American, and at times the screen is crowded with men and horses, in pursuit or flight or battle. But under able George Sherman's skilled direction the crowd never becomes a mere mob, the human story in the foreground is never lost in the movement of mere numbers, and cause is never obscured by, nor long separated from, effect.

The picture was produced in Mexico and the genuineness of the setting adds a merit of its own to an altogether excellent property.

Running time 95 minutes. General classification. Release date, Oct. 19.

WILLIAM R. WEAVER

Wilcox, Delfont to Produce TV Films

From THE DAILY Bureau

LONDON, Sept. 26 — Theatrical impresario Bernard Delfont has announced a partnership association with Herbert Wilcox for the production of television films for world-wide distribution. The films will be produced here, using such talent as Anna Neagle, Norman Wisdom, Winifred Atwell and Ruby Murray, among many. Production is scheduled to start immediately following Christmas.

Delfont left here for New York to arrange for distribution of the films.

Wayne on WB Show

John Wayne tonight joins the list of motion picture stars whose appearances are highlighting "The Behind the Cameras" segment of "Warner Bros. Presents," the ABC-TV network show.

'Heidi and Peter' Acquired by UA

"Heidi and Peter," Lazar Wechsler's new production based on Johanna Spyri's story of the Alpine youngsters, has been acquired for release by United Artists, it was announced by William J. Heineman, vice-president for distribution.

The new film continues the adventures of the Swiss children told in Wechsler's picture of two years ago, "Heidi." Elsbeth Sigmund and Thomas Klameth, the youngsters who appeared as Heidi and Peter in the earlier film, repeat their roles in the new production.

Hal Makelim Casts Two

HOLLYWOOD, Sept. 26.—Hal R. Makelim today announced that James Mitchell, featured dancer in "Oklahoma!", and Rosemarie Bowe, 20th Century-Fox contractee, will co-star in his first production under the Makelim Plan, "Peacemaker," which goes into production next week.

Contest Rules

(Continued from page 1)

and ballot boxes will be available in the lobbies of all theatres under my supervision.

2—Only official ballots prepared under the supervision of the Council of Motion Picture Organizations, shall be used in this election.

3—Patrons will be permitted to vote whenever they visit a participating theatre during the voting period, but nobody will be allowed to cast more than one vote on any single visit.

Voting in Lobbies Only

4—Participating theatres may arrange for publication of ballots in local newspapers as a promotion of their Awards election; but all ballots must be cast by voters in ballot boxes set up in theatre lobbies. Theatres will be guided by the national committee as to permissable local publicity on results of the local public voting prior to the National Awards ceremony.

5—At the close of the voting period, Nov. 27, a total tabulation shall be made by each theatre under the general supervision of a committee of local citizens.

6—The results of this final tabulation shall be reported by each theatre on an official form which will be provided by National Screen Service. This form must be mailed to the nearest branch office of Price Waterhouse & Co. for receipt not later than Nov. 30. (A list of Price Waterhouse branch offices will be printed on the back of the form.)

7—Participating theatres shall retain all ballots in their possession for a period of 30 days following the closing of the poll, and the theatre management is expected to be vigilant against irregularities.

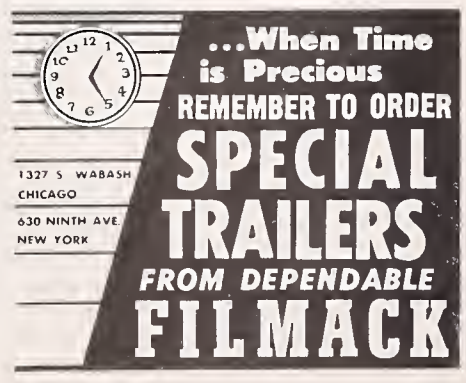
Exhibitors Protected

The enlistment blank also contains the following notations:

"No entrance fee is required of participating theatres.

"It is my understanding that in signing this pledge I am making no commitment for expenditure of money except that which I may deem necessary for the promotion of the Audience Awards election in the theatres I have named."

Theatre operators participating in the election are requested to sign the pledges and mail them as soon as possible to Rhoden at COMPO headquarters, in the addressed, postage-paid envelope enclosed for that purpose.



PEOPLE

George J. Schaefer, film executive, at a meeting of the USO held in Pittsburgh, was elected a vice-president of the organization as well as a member of the board of directors, the executive committee and the nominating committee.

¤

F. C. Dickely, central division manager of Altec Service Corp., will represent his organization as a member of the panel of technical experts which will answer questions posed by those attending the forthcoming TESMA show, Morrison Hotel, Chicago, on Oct. 6-9.

¤

Brigadier General David Sarnoff, board chairman of RCA, will receive an honorary degree and deliver the principal address at a special University of Notre Dame convocation on Friday, marking the dedications and formal opening of WNDU-TV, Channel 46, the Notre Dame station serving South Bend - Elkhart - Michigan.

¤

Walter N. Reilly, for the past five years executive assistant to M-G-M studio head Dore Schary, while remaining in the same capacity, will take over added duties as associate on future Schary productions. The first picture on which he will serve as associate producer will be "The Red Car."

¤

Norma Solomon has resigned as booker for Warners in Cleveland, after 13 years with the company, to devote herself to homemaking. She is succeeded by Ellis Lewin, former assistant manager at the Shaw-Hayden theatre.

Para.-Gulf Sued for Tornado Deaths

VICKSBURG, Miss., Sept. 26.—The parents of five children killed in the collapse of a theatre during Vicksburg's 1953 tornado and a woman injured in the same building have filed suit here for $195,000 in damages against Paramount-Gulf Theatres, operator of the theatre.

The suit, filed in Federal Court, asked $35,000 each for the death of the five children and $20,000 for Mrs. A. G. Peck, who received broken ribs and other injuries. The plaintiffs charge that the theatre building was "old and obsolete" and its owners were negligent.

Lipsitch Joining H-L

HOLLYWOOD, Sept. 26.—Sidney Lipsitch, resident counsel at RKO for the past 12 years, will join Hecht-Lancaster Productions on Oct. 1 as administrative executive.

Agree on Arbitration Draft

(*Continued from page* 1)

provision for financing the arbitration system is included.

The final draft now goes to the participating organizations and companies for their approval. One, the Independent Theatre Owners Association of New York, voted its approval last week. Others scheduled to act on it are: Theatre Owners of America, Metropolitan Motion Picture Theatres Assn., Southern California Theatre Owners Association, International Drive-In Theatres Assn. and participating distribution companies.

Thereafter, the plan must be submitted to and approved by the Department of Justice and the Federal court before it can be put into operation.

The joint commitee in charge of developing the arbitration program consists of Si H. Fabian, Mitchell Wolfson, Leo Brecher and Max Cohen, with Herman Levy as counsel, representing exhibitors; and Charles M. Reagan, Abe Montague and Al Lichtman, with Adolph Schimel as counsel, for distribution.

A press release accompanying copies of the draft said the joint committee "expressed pleasure that the proposed plan permits all exhibitors to bring into the field of conciliation any matter arising out of the relationship of exhibitors and distributors. It is expected that this system of conciliation will solve many problems without the necessity of going to arbitration."

Three Months After Okay

The draft specifies that the arbitration system shall be organized within three months after the Federal court approves the agreement and that it shall remain in operation for a test period of 12 months. If not continued thereafter, the system will be maintained for a 90-day period to dispose of cases pending at the expiration of the 12-month term.

Controversies subject to arbitration consist of the following:

¶ Clearance—Either to theatres not in substantial competition, or over excessive clearance to theatres in substantial competition.

¶ Runs—Refusal of equal opportunity to license on a desired run.

¶ Competitive bidding—Can be instigated by distributor only at an exhibitor's request. Distributor must disclose a successful bid at the request of an exhibitor within 14 days of the making of a deal.

¶ Conditioning—Distributors may not condition the licensing of one picture or group of pictures on the licensing of others. Applies to short subjects also.

¶ Contract violations—Charges that distributors have violated terms of a contract with an exhibitor are subject to arbitration.

¶ General provisions—Two pictures may be designated by each distributor in each 12 months after the effective date of arbitration as of "unusual character," and these are to be excluded from all provisions of the arbitration agreement until such time as they are placed in general distribution.

All of the above controversies can include financial damages to an exhibitor who wins an award, providing his claim was made at the time of the filing of his complaint.

Special Committee Set

The system is to be administered by a National Administrative Committee consisting of three members designated by TOA, one each by MMPTA, ITOA, SCTOA, and International Drive-In Theatres Assn., and three by participating distributors.

In case Allied should have a change of heart in the future and become a participant, provision is made for the National Committee to add to its membership from time to time "not more than three representatives from any organization which hereafter becomes a signatory to this agreement."

Local arbitration committees, subject to the supervision of the National Committee, are to be set up in each exchange area. Exhibitor members the National Committee will choo exhibitor members of the local co mittees, and an equal number of d tributor members will be chosen distributor members of the Nation Committee. Local committees w compile panels of neutral arbitrato who will hear complaints. Each r gional committee will have a cle who will provide filing, hearing a record keeping facilities.

There will be a national appea board established by the Nation Committee to hear all appeals pe taining to damages. It will consi of three non-industry members agre upon by members of the Nation Committee and initially appointe for an 18 months term.

Under the conciliation plan, d signed to dispose of as many co troversies as possible, as quickly possible, an exhibitor complaina first gives notice of his grievance a branch manager and, with one re resentative accompanying him, mee with the manager who also may hav a second party present to help effe agreement.

If initially no agreement is reache the exhibitor may bring his complai to the general sales manager involve and, again with each having o other person present, a meeting is be set by the sales manager at h home office on seven days writte notice to the exhibitor.

Technicolor Layoff

(*Continued from page* 1)

film processing plant with a consequent lay-off of about 400 employes, it is reported.

Dr. Herbert T. Kalmus, president and general manager, now in New York, said he had no statement to make on the situation yesterday. However, it was learned that a meeting of the board of directors of Technicolor will be held here today and that a clarifying statement may be forthcoming thereafter.

Interstate to Move

Interstate Television Corp. will occupy new sales and executive offices here at 445 Park Avenue, effective Saturday. The company is presently located at 1560 Broadway, home office of its parent organization, Allied Artists Pictures. Lloyd Lind is vice-president and general sales manager.

Film Shares

(*Continued from page* 1)

casting-Paramount Theatres was off 3¾; Columbia Pictures, 1¾; Loew's, 1½; National Theatres, 1⅛; Paramount Pictures, 4¼; RKO Pictures, ⅝; RKO Theatres, ¾; Stanley Warner 1¾; 20th Century-Fox, 2⅝; Universal, 1¾, and preferred, 4½, and Warner Bros., 2⅝.

On the American Exchange, Allied Artists dropped ⅞, the preferred, 1⅞, and Technicolor, 1. Walt Disney Prod., sold over the counter, was off about seven bid. Television and radio shares experienced a similar drop.

Robbins in Denver

Burton E. Robbins, vice-president in charge of sales for National Screen Service, will arrive today in Denver, for his first stop on a swing through Western NSS exchanges in connection with the company's Geo. F. Dembow sales tribute.

Fox in U. K.

(*Continued from page* 1)

tions will be resumed by the thre officials.

The plans under discussion involv eight CinemaScope productions to b made here with a nucleus of Holly wood stars.

Meanwhile, Andre Hakim, und the British-registered company, Sum Films, now is definitely associate with the plan following the roug cut screening of his "The Man Wh Never Was," in CinemaScope.

Zanuck described the film as "magnificent, exciting achievemen destined for worldwide success."

All of the pictures to be made he will carry a Quota ticket, but Skoir emphasized particularly that they wi not be labeled British. All will b planned to rank with Hollywood best, he said.

Allied of Gulf States Will Meet Mar. 12-13

NEW ORLEANS, Sept. 26. — Th annual convention of Allied Theatre of the Gulf States will be held her on March 12-13 at a hotel still to b chosen, it was announced following meeting of the board of directors.

At the same board meeting, Ab Berenson, president, predicted tha Gulf States will send the largest de egation in its history to the nation Allied convention, to be held in Ch cago for three days starting Nov.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 62 NEW YORK, U.S.A., WEDNESDAY, SEPTEMBER 28, 1955 TEN CENTS

Latta Reveals

ABPC to Form Commercial TV Subsidiary

Will Handle Both Live And Filmed Programs

By LESTER DINOFF

Associated British Pictures Corp., Ltd., will organize a subsidiary company to handle programming for commercial television in England, a medium which had its debut in Great Britain last week, C. J. Latta, ABPC managing director, disclosed here upon his arrival here yesterday aboard the "Queen Elizabeth."

The Independent Television Authority in Great Britain has awarded the Saturday and Sunday programming rights in North England and the Midlands to ABPC, Latta stated.

"We are currently interested in organizing a subsidiary company to

(*Continued on page 4*)

M-G-M Sets 3-Month Slate

M-G-M will have four new productions for general release, six reprints and two new additional releases for "special engagements only" during the three months starting on Oct. 7, it was announced yesterday.

For the month of October, M-G-M

(*Continued on page 5*)

Brown Rules Bingo Legal Within NYC

New York City Corporation Counsel Brown yesterday ruled that bingo may be played in the city providing certain entertainment features accompany it, with admission charged only for the entertainment. The ruling, issued at the request of Mayor Robert Wagner, excludes professional gamblers from bingo operations and limits the game to religious, charity, fraternal and veterans groups.

The ruling by Brown stipulates that play is restricted to two games per week for each organization.

Oil, Uranium Play Role

Add 4 Firms to Atlas' Proposed Plan to Merge with RKO Pictures

Four additional companies are included in the proposed merger or consolidation of Atlas Corp. and RKO Pictures, Floyd B. Odlum, Atlas president, announced here yesterday in detailing plans for his proposal.

The four companies are Wasatch Corp., Airfleets, Inc., San Diego. and Albuquerque Associated Oil Co., Odlum stated, explaining that all four companies have investments principally in producing and non-producing oil properties and in the stocks of uranium companies and uranium leases. He went on to say that the proposals are being studied by the directors of the respective companies.

An Atlas spokesman, meanwhile, in response to a query, said that it will be some time before Odlum's proposal is put before the stockholders of RKO Pictures, pointing out that such complex matters as were

(*Continued on page 4*)

N.T. Seeks Nevada Drive-in Theatre

From THE DAILY Bureau

WASHINGTON, Sept. 27.—A hearing has been scheduled for Oct. 10, in New York District Court on the application of National Theatres to acquire a 1,200-seat drive-in theatre in Las Vegas, Nev.

National is seeking court approval for the acquisition of the Nevada Drive-in, a new theatre now being operated by a firm headed by Bernard Leavitt. The hearing will take place at 2:00 P.M. Justice Department officials noted that National has no theatres in Las Vegas at present.

Kalmus Notes Rise In '55 Earnings For Technicolor

Consolidated earnings of Technicolor companies for the first three quarters of 1955, after taxes on income, are estimated at 89 cents per share as compared with 73 cents per share for the same period in 1954, Dr. Herbert T. Kalmus, president and general manager, reported here yesterday.

Kalmus, making the report following a board meeting, said that the

(*Continued on page 5*)

Krier Named V-P Of Intermountain

Appointment of John N. Krier as vice-president and general manager of Intermountain Theatres, Inc., an American Broadcasting - Paramount Theatres, Inc. subsidiary in Utah and Idaho, has been announced by Leonard H. Goldenson, president of AB-PT.

Former booker and buyer for Intermountain Theatres, Krier was advanced to his present position following the recent death of Ray M. Hendry.

Krier's services with Intermountain Theatres began in 1937 when he came to Salt Lake City from the mid-

(*Continued on page 4*)

Depictions of Tycoons Raises a Writer's Ire

Portrayals of American business and business executives on the screen, stage, television and in popular fiction are characterized as "distorted" and "pure nonsense" in a prominently displayed article by an anonymous author in the current issue of "Du Pont Stockholder," published by E. I. Du Pont De Nemours & Co., Wilmington, Del., and distributed to stockholders of the company.

The article is illustrated with stills from the films, "Executive Suite," and "A Woman's World," from the play, "Solid Gold Cadillac," the television show, "Patterns," and a number of popular novels.

"As regards the world of business," the article states, "the prevailing impression seems to come from sources

(*Continued on page 5*)

Total of 16

Set Reissue of Films Already Shown on TV

Rights to Budd Rogers From Bank of America

A deal between the Bank of America and Budd Rogers, under which Rogers acquires the theatrical distribution rights to 16 motion pictures already shown on television, was disclosed here. The deal, already finalized, is to be signed shortly, it was stated.

The pictures, slated to be distributed by Rogers as reissues, were acquired in April, 1954, by General Teleradio for TV distribution and have appeared on WOR-TV's "Million Dollar Movie" in New York

(*Continued on page 5*)

Essaness Suit Is Settled

From THE DAILY Bureau

CHICAGO, Sept. 27. — Agreement on an out-of-court settlement of the $33,000,000 Essaness Theatres antitrust suit was reached here today.

A court session will be held the latter part of this week for the entry of an order dismissing the case. Terms of the settlement were not disclosed.

A settlement in connection with the intervening plaintiff, the estate of Sidney Spiegel, Jr., was announced as $80,000.

Film Stocks Recover Part of Losses

With the market yesterday shaking off its Monday nervousness and showing general strength, motion picture shares staged recoveries of fractions to more than a full point in yesterday's trading.

Hit less hard than the top industrial issues in Monday's selling wave, the film shares in consequence were more nearly back to normal at the close of yesterday's trading than were those of many other industries.

PERSONAL MENTION

JACK COHN, executive vice-president of Columbia, and A. SCHNEIDER, A. MONTAGUE, PAUL A. LAZARUS, JR., and LEO JAFFE, vice-presidents, returned to New York yesterday from Hollywood.

•

GEORGE WELTNER, president of Paramount Film Distributing; HUGH OWEN, vice-president, and CHARLES BOASBERG, special assistant to WELTNER, left here last night for a tour of Southern exchanges. They will return at the weekend.

•

MIKE SIMONS, M-G-M customer relations director, will leave New York on Friday for Indianapolis, and on Sunday will leave there for the Coast.

•

DOUGLAS TRAVERS, RKO-Pathe vice-president in charge of production, will leave New York today for Bermuda via B.O.A.C.

•

BERNARD JACON, I.F.E. Releasing Corp. vice-president in charge of sales, left New York yesterday for the Coast.

•

JOSEPH G. ALTERMAN, New York office manager for Theatre Owners of America, will leave here today for the Coast.

•

FREDERICK BRISSON and ROSALIND RUSSELL will sail from New York today aboard the "Queen Elizabeth" for Europe.

•

HARRY SALTZMAN, independent producer, will leave here today for London via B.O.A.C.

Continental Acquires Rights to Five More

Continental Distributing, Inc., has acquired the distribution rights to Alec Guinness' "The Ladykiller," it was announced jointly yesterday by Frank Kassler, president, and Walter Reade, Jr., chairman of the board.

Negotiations also have been concluded for "The Night My Number Came Up," also from the Rank organization; "Adorable Creature," "The Snow Is Black" and "Hill 24 Doesn't Answer."

Salphde Alberich

Funeral services will be held at the Urban Funeral Home in Woodside, N. Y., at 1:30 p.m. today for Salphde Alberich, formerly with M-G-M, 20th Century Fox International and Fox Movietonews, who died here on Sunday of a heart attack.

John Evans, G.U.T. Official, Is Coming to 'Thank' U.S. Industry

John Evans, a director and chairman of the executive committee of Greater Union Theatres, Sydney, Australia, will arrive here on Friday, accompanied by Mrs. Evans.

On Friday, Oct. 7, Evans and Capt. Harold Auten of Bushkill, Pa., American representative for G.U.T., will be host to foreign managers and other executives of distribution companies doing business in Australia, and trade press representatives. Eric Johnston, Motion Picture Association president, is scheduled to preside at the dinner if he has returned to America from his current government mission in the Near East by then. Otherwise, Ralph Hetzel, MPAA vice-president, is scheduled to preside. The dinner is in the nature of a "thank you" to American interests on behalf of Norman Rydge, chairman and managing director of G.U.T.

FEBNO Hears Panel Discussion on Films

A lively panel discussion on the theme of "Movies Are Better Than the Stage" was held here yesterday as a feature of the annual luncheon meeting of the Film Estimate Board of National Organizations.

The luncheon, attended by some 200 members of various organizations, heard Bosley Crowther, New York "Times" film critic, acclaim motion pictures as the medium accepted as the most respected medium of theatrical communications. Other panelists at the luncheon, held at the Gotham Hotel, were Hollis Alpert, critic for "The Saturday Review" who wrote the article "Movies Are Better Than the Stage"; Lawrence Langner, co-administrator of the Theatre Guild, and Norris Houghton, co-producer of the Phoenix Theatre.

Langner and Houghton took exception to the article, while Crowther contended that the stage and motion pictures are two different media and are not comparable, a position agreed to by Houghton.

Funeral Rites Today For SW's Siegel

Funeral services for Carl A. Siegel, executive head of Stanley Warner Corp. service department, will be held here this morning at the Riverside Memorial Chapel.

Siegel died suddenly Sunday. He was 44 years old. He was in the armed services for nearly four years, having been a member of the 106th Division during the Battle of the Bulge. He was captured there and spent six months as a prisoner of war in a German prison camp.

'Oscar' Disc Album Draws Academy Suit

The Academy of Motion Picture Arts and Sciences yesterday started a $500,000 damage suit against the Mercury Records Corp. for copyright infringement in the use of the Academy's statuette, "Oscar."

In a complaint filed in the United States District Court here, the Academy asserted that the Mercury company used an "unauthorized reproduction" of the Oscar emblem on the cover of an album of recorded music entitled "Academy Award Favorites."

The disc contained a recording of 12 popular songs used in motion pictures and which had been singled out at one time or another for the Academy's Oscar awards.

According to the complaint, the New York office of the record firm had sought the Academy's permission last June to reproduce the statuette on its album cover and the use of the Academy's name in the recording's title. Although permission was denied, the complaint said, "publication and distribution of the infringing album were deliberately made."

The complaint said that the unauthorized use by the record company would cause "confusion and deception to the public" and lead it to associate the emblem with the record company's products.

SW, Fabian to Talk New IA Pact Today

ALBANY, Sept. 27.—An agreement on terms for a new contract with IATSE stage hands local here is to be sought at a meeting here tomorrow between union officials and representatives of the Fabian and Stanley Warner circuits. The new pact has been hanging fire for sometime, the stagehands meanwhile reportedly working without a written contract but under a proviso that conditions of a new one would become retroactive.

The old contract, in effect, has been continued.

'McConnell Story' Premiere Tonight

Warner Bros.' stars Tab Hunter, Natalie Wood, Nick Adams and Perry Lopez will join Air Force, Navy and Marine officers and their wives, aircraft industry leaders and leading female aviators at the Astor Theatre premiere of Warner Bros.' "The McConnell Story."

The premiere, complete with radio and newsreel coverage and arc lights in Times Square, will begin at 8 P.M. with a parade down Broadway by the 50-piece 1st Air Force Marching Band from Mitchel Field.

Treats 'Ceilings'

MPEA Okays Pact Set for Italian Rentals

The Motion Picture Export Association yesterday, in effect, approved the proposed film rental agreement between the Italian theatre owners association, AIGIS, and ANICA, the Italian production-distribution association which also includes the exhibition field.

MPEA's interest stems from the participation in ANICA of most major American film companies with the exception of Loew's. The new pact, up for ratification by ANICA's assembly on Wednesday, puts rental ceilings on wide screen pictures exclusive of the "very exceptional." Under the old agreement, wide-screen pictures, then unusual, were held not to be included in imposed film rental ceilings.

All companies with the exception of one, whose foreign manager was not in attendance, were said by an MPEA spokesman to have okayed the new pact, recommended by MPEA's Continental managers.

Gov't 16mm. Evidence Protested by Defense

HOLLYWOOD, Sept. 27. — The government today filed more than 100 documentary exhibits in the trial of its 16mm. anti-trust suit before Judge Leon Yankwich, with the defense counsel interposing objections on various grounds. Chief among the latter were: immateriality and irrelevancy, incompleteness, lack of date or signature, and, as set forth by defense counsel on the opening day, the fact that the government complaint does not charge the defendants with monopoly and therefore, the defense argues, evidence aimed at proving monopoly is not germane to the case.

The remainder of the week is expected to be consumed by the presentation of documents.

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"It cost a fortune to send a whole company over to England and France to film 'The Adventures of QUENTIN DURWARD' in the magnificent locations of the Sir Walter Scott story, but I'm glad I did it. You remember I did the same thing with 'Ivanhoe' which had the same star, author, producer and director. I'm happy to say they've brought back another terrific, really BIG attraction."



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CinemaScope
SIR WALTER SCOTT's
"The Adventures of
QUENTIN DURWARD"
Starring
ROBERT TAYLOR
KAY KENDALL · ROBERT MORLEY
Screen Play by **ROBERT ARDREY**
Adaptation by GEORGE FROESCHEL • Photographed in **EASTMAN COLOR**
Directed by **RICHARD THORPE** • Produced by **PANDRO S. BERMAN**

(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)

Latta

(*Continued from page* 1)

secure and market local and foreign shows to the commercial TV outlets," the ABPC executive stated. "Commercial TV will not have a large impact on theatre business once it reaches its height because TV is not a novelty to the British people." He pointed out also that many home receivers in Britain will have to convert and equip to be able to receive commercial TV programming.

Latta, in discussing the subsidiary TV company, said that the ABPC library of short subjects would be looked into for TV material, that the studio would produce live and filmed TV shows for commercial TV, and that some foreign TV material may be acquired for distribution.

Sees '55 Even with '54

Commenting on business, Latta said that ABPC business this year "is equal to that of last year." Production is on the same level this year as in 1954, Latta said, adding that ABPC has been renovating old theatres, opening new ones and acquiring others "here and there" in Britain.

Latta, who last visited the United States in 1952, is here for conferences with Warner Brothers officials "on all industry facets."

The significant developments in television and their meaning . . .

Every Monday in

Television Today

Right at the start of the week—through an interpretive new style of trade paper journalism — this concise report of the significant news and events keeps you posted quickly and easily.

Television Today

Published every Monday in conjunction with *Motion Picture Daily*

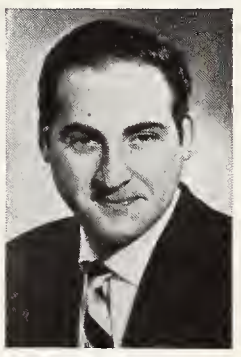
Television--Radio

with Pinky Herman

LEO DUROCHER, who resigned as manager of the New York Giants has joined another Giant organization, none other than the National Broadcasting Co., it was announced yesterday by Robert W. Sarnoff, executive vice-president of NBC. Leo, no stranger to radio and TV, will scout new talent, will appear on important sports programs as a commentator and will make frequent guest appearances, headquartering in Hollywood. . . . With William Prince portraying "Richard Adams, the Legal Aid attorney," "Justice" returns to the TV NBChannel next Sunday (10:30 P.M. EDST) for Tareyton Filter Tip cigs. The dramatic series is produced by Talent Associates Ltd. and John Rust, Inc. with Gordon Duff, executive producer. . . . Ed Hyland, former cameraman with Paramount Pictures and currently operative cameraman on Guild Films' two series, "The Goldbergs" and "I Spy," now in production at the Biltmore Studios on E. 4th St. in Manhattan, has been elected to membership in the A.S.C. of Hollywood. He's been a member of New York's local 644, I A T S E for years.

☆ ☆ ☆

The Sid "NBCaesar's Hour" returned for its second season Monday nite and again surrounded by his regulars, Nanette Fabray, Howard Morris and Carl Reiner, the talented comic turned in an extremely funny 60 minutes. . . . "Super ABCircus," which has originated from Chicago for the past eight years will not move to New York next week as reported. However it may be that the Sunday (5:00-6:00 P.M.) series will shift to Gotham after the first of the year. . . . Because of the speed permitted by the new "Electronicam" process developed by Allen B. Du Mont and which has been the recipient of Jackie Gleason's enthusiastic support (the rotund comic's new "The Honeymooners" teleseries is being shot via this process at the Adelphi Theatre here) Stark-Layton Productions is filming its "Modern Romance" series, featuring Martha Scott as hostess and narrator, utilizing Electronicam. Five fifteen-minute segs of a drama entitled, "Sweepstakes," which will be NBCast for the last week in October, were shot in one day.



Sid Caesar

☆ ☆ ☆

A new series "Les Paul & Mary Ford at Home," produced by the Instructo Corp., will be seen starting Oct. 3, sponsored by Listerine and Antizyme toothpaste. The 13 scripts were written by Eileen and Robert Mason Pollock, directed by Herbert Hirschman and filmed at the Du Mont Telecenter with the Electronicam process. Unusual feature of this syndicated program is the fact that two channels will carry the program in New York, NBC and Du Mont, with the possibility that CBS may likewise beam it here. . . . Producer Lou Breslow has signed Gale Robbins, Jack Carson, Ken Murray, Cesar Romero, Allen Jenkins, Robert Strauss, Virginia Field, Horace McMahon, Lois Collier and Dane Clark for roles in forthcoming "The Damon Runyon Theatre" telefilm series produced by Screen Gems and CBSponsored by Budweiser. . . . Terry Saunders, the tall, dark and beautiful chantootsie who sings the "Lady Thiang" role in the musical, "The King and I," has been signed to do the same role in 20th Century-Fox' film version which goes before the cameras next month. . . . WNEWscaster and deejay Lonnie Starr will emcee George Scheck's "Star-Time Kids" which will WABDebut Saturday in the 7:00-7:30 P.M. slot under the direction of the station's executive producer-director Barry Shear.



Les Paul

Mary Ford

☆ ☆ ☆

Les Colodny, formerly with the William Morris Agency and former actor-producer, has been named by Leonard Hole as manager of NBComedy development. This net's widely-publicized talent search of the past few months has resulted in the signing of four new scripters, Woody Allen of Brooklyn, Paul Pumpian of Baltimore, Harvey Miller of Salem, Mass., and Paul Keyes of Boston. . . . A reshuffling of the ABC announcing staff is taking place with eight spielers being dropped as of Oct. 1. Net is also revamping its 8 to 10:30 P.M. radio skeds as of Oct. 24 with new segmentation.

Atlas

(*Continued from page* 1)

proposed takes weeks and month before the Securities and Exchange Commission grants approval and various boards act.

The inclusion of these companies and perhaps one or two other companies, will be by exchange of stock in ratios stated in terms of the present Atlas Corp. stock, it was stated. The announcement of yesterday held out the possibility of a split in the Atlas stock.

Krier Named V-P

(*Continued from page* 1)

western Tri-States Theatres as manager of the Capitol Theatre. He later served as Utah Theatre manager and then as Intermountain's city manager in Twin Falls, Ida., and Logan and Provo, U. He returned to Salt Lake City to take charge of the purchasing and candy departments in 1946 and continued in that post until appointed booker and buyer in April 1952.

SMPTE Award to RCA's Engstrom

Dr. Elmer W. Engstrom will receive the Progress Medal Award of the Society of Motion Picture and Television Engineers, it was announced by Dr. John G. Frayne, SMPTE president. Presentation of this award will be made to Doctor Engstrom next Tuesday evening at the Lake Placid Club, Essex County, N. Y., during the Society's 78th convention.

The Progress Medal is awarded to "a candidate who by his inventions, research or development has contributed in a significant manner to the advancement of motion picture technology."

Doctor Engstrom is executive vice-president of research and engineering and a director of Radio Corp. of America.

TESMA Board Okays Joint TOA Conclave

The board of directors of Theatre Equipment Supply and Manufacturers Association yesterday voted to hold its 1956 convention in conjunction with the Theatre Owners of America at the New York City Colosseum here.

The TESMA membership will be asked to approve the board's action at the organization's 1955 convention in Chicago on Nov. 7.

TOA and TESMA have already held preliminary discussions concerning the 1956 convention here where an all-industry exposition and fair are contemplated.

Attending yesterday's board of directors meeting were Fred C. Mathews, president; L. W. Davee, vice-president; Merlin Lewis, executive secretary; Clarence Ashcraft, Lee Jones, A. E. Meyer, J. F. O'Brien, M. H. Stevens, Erwin Wagner and Oscar F. Neu.

National Pre-Selling

A STRIKING color ad on "The Left Hand of God" appears in the October issue of "Redbook."

•

Ed Miller has written a profile of n exciting new actor, James Dean, or the October issue of "Seventeen." ames Dean did an excellent job in East of Eden" and now his next pic- ure, "Rebel Without a Cause," is eady for release. At present, he is orking on location with Rock Hud- on and Elizabeth Taylor. They are aking the Edna Ferber story about Texas millionaire, "Giant," for War- er Bros. Front cover credit is given the James Dean story.

•

A very attractive photo of Marilyn Monroe, star of "The Seven Year tch," will appear in the Oct. 2 issue f "American Weekly," along with he second installment of the story, The Mystery of Marilyn Monroe."

•

Clark Gable is on the full-color over of "Look's" current issue. His atest picture is "The Tall Men," co- tarring Jane Russell.

Gable's life story starts in this is- ue. It is highly interesting, illus- rated by photos taken on the produc- ion sets of "The Tall Men."

•

"Lucy Gallant" is the featured re- iew in the "Companion Approved Iovie Department" of the October ssue of "Woman's Home Compan- on." The review is illustrated by hotos taken while "Lucy Gallant" as being produced.

•

"The Kentuckian" has been se- cted by "Seventeen" as the picture f the month for October.

•

There's a breathtaking full-length olor portrait of Kim Novak, star of Picnic," in the September issue of Esquire."

•

Bob Hope, star of "Seven Little oys," has written a very entertaining rticle for the October issue of "Mc- all's." It is titled "My Favorite Iother-in-Law" and tells an interest- ng story of Dolores Hope's mother, ho has been living with the Bob lopes for several years.

•

"Trial" has been selected as "The Ionth's Best" picture for October by Coronet."

•

"Bhowani Junction" is Ava Gard- er's latest picture. It was promi- ently mentioned in a story by Lloyd hearer about Ava Gardner for the ept. 25 issue of "Parade."

•

"Picnic's" star Kim Novak is the bject of a six-page feature article the October issue of "Pageant" lagazine.

WALTER HAAS

Reissue of TV'd Films

(*Continued from page* 1)

City. They include, said Rogers, "Arch of Triumph," "Caught," "One Touch of Venus" and "Mr. Peabody and the Mermaid." The remainder of the pictures are the same as those contained in the 30-feature film deal between the Bank of America and General Teleradio.

Rogers said the pictures will be distributed through franchise holders in areas where home TV has not had much impact. He discounted their distribution possibilities in large Metropolitan areas because of exhibitor opposition.

Sees Shortage a Factor

Peter Geiger, New York representative of the Bank of America, said the bank, which retains ownership of the pictures, believes there is a theatrical market after a picture has been shown on TV. He contended there is a difference in exhibiting a film on a large-screen in a theatre and on a home TV set with cuts in the picture. He also mentioned the product shortage.

Geiger said that the remaining 14 pictures of the 30 aequired by the Bank of America through foreclosure also are being distributed theatrically by Favorite Films. Most of the films are from six to seven years old.

The films in the package, in addition to the ones already mentioned, include: "Casbah," "The Countess of Monte Cristo," "Dark Mirror," "Double Life," "Letter from an Unknown Woman," "Lost Moment," "Secret Beyond the Door" and "The Senator Was Indiscreet."

Also: "Body and Soul," "The Other Love," "The Private Affairs of Bel Ami," "Ramrod," "So This Is New York," "The Fabulous Dorseys," "Four Faces West," "Let's Live a Little," "Northwest Stampede," "Ruthless," "The Sear," "Force of Evil," "No Minor Vices," "Magic Town," "The Miracle of the Bells," "Lulu Belle" and "Macbeth."

M-G-M Sets Slate

(*Continued from page* 1)

will offer "Trial" on wide screen; "Quentin Durward," in Eastman color and CinemaScope; "The Philadelphia Story," a reprint in wide screen, and "Green Dolphin Street," a reprint in wide screen.

The leadoff picture for November will be "The Tender Trap," in Eastman Color and CinemaScope. There also will be two Masterpiece reprints in wide screen, "A Guy Named Joe" and "Thirty Seconds Over Tokyo."

'Guys and Dolls' Booked

Samuel Goldwyn's production of "Guys and Dolls," which is being distributed by M-G-M, has been booked for several "special engagements" with the world premiere to be held at the Capitol Theatre in New York on Nov. 4.

Listed for "special engagements" only in December will be "I'll Cry Tomorrow."

"Kismet," M-G-M's Christmas-New Year's week attraction in Eastman color and CinemaScope will head the company's releases for Deeember. There also will be two reprints in wide screen, "Billy the Kid" and "Honky Tonk."

Depictions

(*Continued from page* 1)

which obviously know nothing about business. If, for example, your idea of the American business scene is based on the movies, television performances, or contemporary fiction, you're getting a sorry impression indeed.

"The corporation in some quarters is regarded as a sort of jungle, characterized by 'savage' competition and contempt for individual dignity. The corporation executive is pictured as a harassed and frightened man, sacrificing his health and his sanity in a desperate effort to advance himself at the expense of his associates . . . they are utter and complete nonsense."

Kalmus Notes

(*Continued from page* 1)

earnings estimate was made in September. The board, it was learned, also took up the reported possibility that there may be a temporary layoff at the company's Hollywood film processing plant while re-tooling for new photographic processes is going on. An announcement on that question may be made today, it is said.

The board, at the same time, declared a dividend of 25 eents per share on the company's common stock payable Oct. 25 to stockholders of record on Oct. 10.

Ban on 'The Miracle' Is Upheld in Chicago

CHICAGO, Sept. 27.—The ban on "The Miracle," imposed here by the Poliee Censorhip Board, has been upheld by Circuit Court Judge William J. Touhy, who concurred with the police board in the ruling that the film is obscene and immoral.

Judge Touhy's ruling was handed down in reply to a suit brought by the American Civil Liberties Union, which sought a judgement permitting the picture to be shown. Judge Touhy's decision was made following a private showing in his chambers.

The censorship ordinance under which "The Miracle" was banned had been ruled unconstitutional in 1953, but this ruling was reversed by the Illinois Supreme Court, which sent the case back for the hearing by Judge Touhy.

Jack Goetz Feted

Jack Goetz was guest of honor yesterday at a cocktail reception at the Essex House here, hosted by Republic president Herbert J. Yates. Goetz, who has been associated with Consolidated Film Industries since its inception in 1924, will leave for California on Oct. 7, where he will join CFI on the west coast.

HOLLYWOOD *on the march*

By SAMUEL D. BERNS

HOLLYWOOD, Sept. 27

LIGHTNING could very easily strike twiee and hit the same two Oscar winners of "The Best Years of Our Lives" for their work in Paramount's "Desperate Hours." We saw it twice in one week, just to watch Fredric March give the greatest performance of his career, and thrill to the clever, absorbing artistry of William Wyler's direction. . . . Look for a "pyramid playoff" on this intense human drama, starting with two theatres nationally in mid-October, which will multiply gradually to reach 186 key bookings in cities over 100,000 population, before the end of the year. . . . Steve Broidy and Harold Mirisch came away from the preview grinning like Cheshire cats. After all, they've got Wyler doing "Friendly Persuasion" for Allied Artists' bid to glory in 1956. . . . Zac Freedman, the Broadway press agent who made front page with his "subway junket to Brooklyn," to launch the filming of "Patterns," also caught the preview between planes for Dallas, and cast his vote for Wyler's version of the Joseph Hayes story, as the thrill topper of the book, the Broadway presentation and the San Franeisco opening of the road company, which he saw last week.

☆

Dmitri Tiomkin has switched to Paul Francis Webster's lyrics for the theme song title of Milton Sperling's "Court Martial of Billy Mitchell," to help exploit the Warner special.

☆

Gordon Douglas received a citation from the U. S. Air Force for his direction of Warners' "The McConnell Story." Major General Henry K. Mooney, deputy commander of the Strategic Air Command, 15th Air Force, conferred the honor.

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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 63 NEW YORK, U. S. A., THURSDAY, SEPTEMBER 29, 1955 TEN CENTS

To Be Road-Shown

Fox's 55mm. Is 'Very Good,' Says Sponable

Research Head Praises Wide Gauge 'Carousel'

Satisfaction with 20th Century-Fox's new 55mm. CinemaScope process was voiced here yesterday by 20th-Fox research director Earl I. Sponable, who said "Carousel," the first production in the extra-wide gauge film, looks "very good."



Earl Sponable

Sponable recently returned from an extended trip to the Coast where he conferred with studio executives on technical problems, including those involving the 55mm. project.

In regard to the development of a

(*Continued on page* 11)

Rhoden Asks Quality, New Media, Publicity

From THE DAILY Bureau

HOLLYWOOD, Sept. 28. — Elmer Rhoden, president of National Theatres, presiding over a meeting of 160 members of the Southern California division of Fox West Coast Theatres, NT subsidiary, in an opening address today, said:

"Film theatres are fighting for their share of the public's time, and their best means for obtaining it are good pictures, new processes, efficient ad-

(*Continued on page* 11)

'McConnell Story' in 'Gala' Bow Here

Before an invited audience of aviation notables, including top-ranking officers from all four branches of the service, Mrs. Jimmy Doolittle presented the Air Force Wives Association with a citation honoring wives

(*Continued on page* 11)

Initial Diversification Move

Technicolor to Process Kodachrome; Tells of Temporary Lay-off of 400

Technicolor Motion Picture Corp., as its first step in its diversification program, announced yesterday that it would engage in the business of processing amateur Kodachrome film when such film becomes available under license from the Eastman Kodak Co.



Herbert Kalmus

At the same time, Dr. Herbert T. Kalmus, president and general manager, said that it will be necessary to lay off 400 employees out of over 2,000 on the Technicolor payroll. Doctor Kal-

(*Continued on page* 7)

Plan Self-Contained NSS Setup in UK

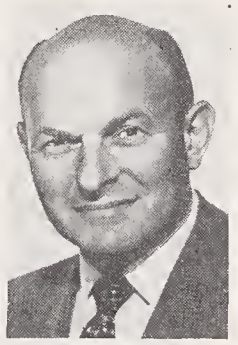
Plans of National Screen Service to establish in England a wholly integrated production and distribution setup for special display accessories will be discussed in London by William B. Brenner, NSS vice-president, who will leave here for the British capital on Tuesday.

The service which the company en-

(*Continued on page* 7)

Earmarks $500,000 For 'The Tall Men'

Twentieth Century-Fox has earmarked more than $500,000 on point-of-sale advertising for "The Tall Men," it was announced here yesterday by Charles Einfeld, vice-president in charge of advertising, publicity and exploitation.



Charles Einfeld

Einfeld, in making the announcement, said the allocation was based on the results achieved in the first five pre-release test engagements for the picture. In Los Angeles, Dallas, Jacksonville, Houston and Ft. Worth, where the tests of "The Tall Men" were conducted, business was reported to be running ahead of "The Seven Year Itch" and very close to "The Robe."

Results indicate, Einfeld went on,

(*Continued on page* 7)

At Lake Placid Club

78th SMPTE Convention Gets Under Way Monday

The 78th convention of the Society of Motion Picture and Television Engineers will get under way on Monday for a week of technical discussions and a wide variety of entertainment at the Lake Placid Club in Essex County, N. Y.

Color is the theme of the entire technical program which will begin Monday morning when motion picture color materials and international standards will be discussed. In the afternoon, motion picture and television studio practice will highlight the agenda.

Theatre and television projection and viewing will take up Tuesday. Sessions on film laboratory practice have been set for Wednesday. Television practice is on the agenda for Thursday morning while TV practice and high speed photography will be looked into on Thursday afternoon. Friday morning will be taken up with education television and TV equipment while television and sound will be discussed in the afternoon sessions.

On Tuesday evening, the annual awards will be presented to four of

(*Continued on page* 11)

Unanimous Vote

N. J. Allied In Favor of New Tax Drive

But Question of Timing Up to National Leaders

By LESTER DINOFF

Allied Theatre Owners of New Jersey has unanimously approved the proposal to campaign for elimination of the remaining Federal tax on admissions, but has left the timing question, whether now is the proper time to launch a tax repeal drive, up to the leaders of Allied States Association.

In a prepared statement released here yesterday following a second meeting of the ATONJ membership within a month on the tax campaign issue, it was announced that:

"Allied of New Jersey feels that they need all the tax relief that is possible, and intelligent to ask for, as soon as our national Allied leaders feel that the time is expedient to go after such relief."

Sidney Stern, ATONJ president, re-

(*Continued on page* 10)

Restrain Filmakers In Howco Action

Special to THE DAILY

CHARLOTTE, Sept. 28.—A temporary restraining order has been secured against Filmakers Releasing Organization by Screen Guild Productions of the Carolinas, Inc., Charlotte, Howco Exchange, Inc., Atlanta, and Howco Exchange of Tennessee, Inc., Memphis.

Plaintiffs claim they hold the exclusive franchise to distribute eight pictures released by Filmakers in their respective territories, four of which

(*Continued on page* 11)

Plaza to Install CS For Bow of 'Deep'

Sir Alexander Korda's CinemaScope production of "The Deep Blue Sea" will have its American debut at the Plaza Theatre here, the first "art" theatre in New York City to install CinemaScope equipment, it was an-

(*Continued on page* 11)

PERSONAL MENTION

JAMES R. VELDE, United Artists Western division manager, will leave here today to visit the key cities of the West Coast.

•

GLADYS B. RAWNSLEY, secretary to CHARLES S. CHAPLIN, United Artists Canadian district manager, will leave Toronto today by plane for New Orleans.

•

ALFRED HITCHCOCK and MRS. HITCHCOCK will arrive in New York today from the Coast and will leave here tomorrow for Montpelier, Vt.

•

AL FITTER, assistant to HUGH OWEN, Paramount distribution vice-president, is in Dallas from New York.

•

P. T. DANA, Universal Pictures Eastern sales manager, will return to New York at the weekend from Philadelphia.

•

LAWRENCE WEINGARTEN, M-G-M studio executive and producer, is in New York from the Coast.

•

GEORGE MURPHY, M-G-M studio relations head, has left New York for Washington.

•

JACK HYLTON, British producer, will arrive in New York via B.O.A.C. tomorrow from London.

•

BARBARA DARROW has returned to Hollywood from Chamonix, France.

•

P. F. THOMAS, Altec Service Corp. treasurer, is in Chicago from here.

•

DEWEY MARTIN has arrived in New York from Hollywood.

No 'Reds' in Films, Wile Tells Sokolsky

COLUMBUS, O., Sept. 27.—Answering George Sokolsky, whose recent newspaper column sought to link film personalities with Communism, Robert Wile, secretary of the Independent Theatres Owners of Ohio, in a bulletin to the membership and addressing himself to Sokolsky, stated:

"To whom are you referring? You mention no names. To our knowledge there are no personages in Hollywood, now working for a studio, who have contributed to Communist causes."

Sokolsky mentioned Dore Schary's production of "Blackboard Jungle" as having given Ameriea a "blaek eye" in Europe, a eharge to which Wile replied by citing the widespread approval given the pieture in this country and by the film eritics.

'Harry' to Benefit N.E. Flood Victims

MONTPELIER, Vt., Sept. 28.—All proceeds from the world premiere of Alfred Hitchcock's "The Trouble With Harry" will be turned over to the New England Flood Relief to aid communities affected by the recent flood disaster, it was announced by the management of the Paramount Theatre, Barre, Vt., where the film will open on Sept. 30.

The two-day premiere celebration will be attended by New England civic notables, including Vermont's governor Joseph B. Johnson, who will act as a host. A large delegation of New York and New England newspaper representatives, besides motion picture trade press, and leading national magazines, will also be in attendance.

Marcus-La Crosse Sets Promotion Drive

MILWAUKEE, Sept. 26.—Plans for the 12th annual showmanship campaign of La Crosse Amusement Co. and Marcus Management Co., were completed at the fall meeting of managers. The campaign will celebrate the 20th anniversary of the company. The campaign will run from Sunday through Dec. 24. Ben Marcus presided at the meeting.

At the meeting Marcus also voiced an appeal for the Audience Awards poll and led a discussion regarding the part which theatre managers are expected to play in its support.

United World Names Bole Production V-P

The promotion of George Bole to the post of production vice-president of United World Films, Inc., subsidiary of Universal Pictures, was announced yesterday by James M. Franey, president, and Norman Gluck, vice-president in charge of television for United World.

Bole, who for many years has headed Universal Pictures' short subject production department, will continue to headquarter at the Universal-International studios.

Feldman Sees 'Hell' As U's Top Grosser

Based on performanee of Audie Murphy's "To Hell and Baek" in its first 300 engagements, the picture will be the best grosser in Universal's history, Charles J. Feldman, vice-president and general sales manager, predicted this week.

The picture now has played in all types of key, sub-runs and small towns, Feldman reported, with results running 36 per cent ahead of "Glenn Miller Story" and 54 per eent more than "Magnificient Obsession."

Peck and Bartlett in New Production Unit

Gregory Peck and producer-writer Sy Bartlett have announced the formation of Melville Productions, Inc. Bartlett arrived in New York early this week from Spain, and the deal for the new independent film company was finalized. Peck and Bartlett plan to open offices in Hollywood in November, at which time they will be in active work on the first picture under their own banner.

Peck and Bartlett were first associated in the production of "Twelve O'Clock High" for which Bartlett wrote the original story and screen play in collaboration with Bernie Lay, Jr.

Before activating Melville Productions, Inc., Peck will fulfill his yearly picture commitments with 20th Century-Fox, starring in "The Man in the Grey Flannel Suit." Peck's most recent vehicle, "Moby Dick," is being planned for release the early part of 1956.

'Pancho Villa' Opens In San Antonio

SAN ANTONIO, Tex., Sept. 28.—Following a heavy barrage of newspaper, TV and radio publicity, Edmund Grainger's "The Treasure of Pancho Villa" had its debut here today at the Majestic Theatre, the first of four world premiere dates. Tomorrow the RKO release opens at the Metropolitan Theatre in Houston, and on succeeding days at the Palace Theatre, Dallas, and the Worth, Ft. Worth.

A special half-hour program in honor of the premiere of "The Treasure of Pancho Villa" was held by Station WCOR, Mexican TV and radio station beamed at more than 800,000 Latin American listeners in the area. The Hollywood stars appeared on this show.

Industry Leaders at Carl Siegel Rites

Several hundred industry executives and friends attended the funeral services here yesterday for Carl A. Siegel, executive head of the service department of Stanley Warner Corp.

Siegel, who was the son of Mrs Albert Warner and stepson of Albert Warner, vice-president of Warner Brothers, died suddenly on Sunday. He was 44 years old.

'Hunter' Opens Today

United Artists' "The Night of the Hunter," Paul Gregory production starring Robert Mitchum and Shelley Winters, will have its New York premiere at the Mayfair Theatre, climaxing an advanee eampaign featuring TV-radio support and a eity-wide book and reeord promotion.

. . . NEWS ROUNDUP

Seaway Seeks Bids

The St. Lawrence Seaway Development Corp. is seeking bids for production of a color document film on the U. S. phase of the seaw construction. A 14-minute film s able for television is to be made e year for the four or five years seaway is under construction. A f composite 28-minute film is to made from these shorter films. T corporation said bids would be ope on Oct. 19 at the corporation's of in Buffalo.

■

Set 'Hill 24' Openings

Under the sponsorship of a co mittee headed by Abba Eban, Isra Ambassador to this country, and M Franklin Delano Roosevelt, "Hill Doesn't Answer," Israel's first fu length feature film in English, w have its premiere here at the Wo Theatre and at Washington's Colo Theatre on Nov. 2 and in Chicag Ziegfeld Theatre on Nov. 3. Proce will go to the Disabled Veterans Israel's War of Independence.

■

Redstone Takes 2 Drive-ins

Redstone Drive-in Theatres, Inc., taking over two outdoor theatres Rochester, N. Y. They are the Was ington Drive-in, now under constr tion, and the Lakeshore Drive-in, n in its second season.

■

Upstate N .Y. House Close

The Falls Theatre, in Brasure Fal N. Y., near Massena, is being d mantled. Jack Lazar had been t operator until the recent closing.

■

Ark. ITO in EFFG

Independent Theatre Owners Arkansas has purchased $1,000 wor of stock in the Exhibitors Film Fina cial Group, it was announced by Sa Pinanski, president of EFFG.



MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Raymond Levy, Executive Publisher; Al Steen, News Editor; Herbert V. Feck, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145 Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, Telephone FInancial 6-3074; Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Square, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York". Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published once weekly as a part of Motion Picture Daily, Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10¢

PEOPLE

ig. Gen. **David Sarnoff**'s accept- of the 1955 Gold Medal of the Year Association of New York, be transcribed as a half-hour program and will be transmitted Latin America tomorrow on four twave bands by station WRUL of World Wide Broadcasting System 7:30 to 8 P.M., it was an- nced yesterday by **Meade Brunet**, -president of Radio Corp. of rica, of which General Sarnoff is d chairman.

¤

obert W. Coyne, special counsel he Council of Motion Picture Or- zations, yesterday addressed the bers of the Boston Advertising , describing fully the procedure purposes of the Audience Awards

¤

ob Morales, former booker for the -Century and Floriland drive-ins, pa, Fla., has opened a booking e there, with **Mary Sheppard** as assistant. She was formerly with Claughton theatre circuit.

¤

andolph Scott's next film for Co- bia, in partnership with producer **ry Joe Brown**, will be "The Re- of Custer," scheduled to go be- the Technicolor cameras Oct. 17, location in Mexico.

¤

alph Russell of the Palace Thea- Canton, O., will be the principal aker at the kick-off luncheon for Audience Awards election in the neapolis exchange area to be held the Nicollet Hotel on Monday. sell, who served on the COMPO mittee which drew up the Audi- e Awards program, has success- y conducted several local cam- gns in Canton.

Harry B. French of Minnesota usement and **Ben Berger**, presi- t of North Central Allied, have n chosen as the chairmen for the eting.

¤

Morris Harris has been appointed dent counsel for Allan B. Du nt Laboratories, Inc., effective nday.

¤

Sylvester "Sly" Pierce is back man- ng the Berea theatre, Berea, O., r a five-year absence from the ustry.

¤

ohn Beck has joined the Warner thers studio production staff in executive capacity, it was an- nced by **Jack L. Warner**, execu- e producer.

Mexican Producers Using More Color; May Reduce Number of Films by 70%

Special to THE DAILY

MEXICO CITY, Sept. 28.—Heavy reduction, as much as 70 per cent, in the number of Mexican pictures produced in Mexico next year is indicated by a check with the Producers Association and the National Cinematographic Board. The reduction is attributed to the increased trend of producers toward colored films, which each take two to three weeks longer to make than do black and whites, and cost much more, it was said. That, the cited sources say, could drop Mexico production in 1956 to a new low in recent times of slightly more than 30.

Mexican production this year is expected to be around 100, and that of Americans in this country about 15. It is regarded as too early to estimate how many pictures Hollywoodians will produce in Mexico next year.

Columbus Fight Fans Give Nod to Toll TV

Special to THE DAILY

COLUMBUS, O., Sept. 28. — Four out of five persons interviewed by the Columbus Citizen at the RKO Palace theatre telecast of the Marciano-Moore fight said that they would be willing to pay from $1 to $4.60 to see similar events on their home screens via toll TV.

Nine out of 10 interviewed were in favor of theatre telecasts of sports events. One fan said he would be willing to pay $3 for a title bout on his home screen, without advertising but that the price should be no more than $1 for a sponsored show. One fan said theatres should charge no more than $2 or $3 in view of the $5 general admission at Yankee Stadium. Top price at the Palace was $4.60.

By a 3-to-1 margin those interviewed said they derived as much satisfaction from television as they would at the scene of the fight. The Palace attracted a capacity crowd for the fight, first shown in Columbus via the T. N. T. closed circuit.

5 Start, 7 Finished; 34 Films in Work

HOLLYWOOD, Sept. 28. — Five new pictures were put on the production chart this week, and seven others were removed after having been completed—for a total of 34 pictures now in work.

Started were: "The Great Locomotive Chase," CinemaScope, Technicolor (Buena Vista release); "Fearful Decision," wide-screen (Metro-Goldwyn-Mayer); "Shot In the Dark," (Republic); "Bottom of the Bottle," CinemaScope, color (20th Century-Fox); "The Man With the Golden Arm," Carlyle Productions (United Artists).

Completed were: "The Day the World Ended," Golden State Productions, Superscope (ARC); "Invasion of the Flying Saucers," Clover Productions (Columbia); "Please Murder Me," Gross-Krasne Productions and "Dan'l Boone," Gannaway-Ver Halen, CinemaScope, Eastman color (Independent); "The Birds and the Bees," Gomalco Productions, Vista-Vision, Technicolor (Paramount); "Stranger At My Door," (Republic); "The Creature Walks Among Us," (Universal-International).

Says Canada Retains 70% of Film Gross

Special to THE DAILY

OTTAWA, Sept. 28. — Although Canadian theatres show mostly British and American pictures, about 70 per cent of every box office dollar stays in Canada and the business now has a $100,000,000 annual income here, Frank Fisher, president of J. Arthur Rank Distributors of Canada, told the Kiwanis Club of Ottawa at a recent meeting.

Fisher paid high tribute to the National Film Board of Canada which is "head and shoulders above any organization making documentary films anywhere in the world."

$23,610 to V. C. Fund From Six Drive-ins

From THE DAILY Bureau

BOSTON, Sept. 28. — A total of $23,610.26 was raised for the Variety Club-Red Sox Jimmy Fund at six suburban drive-in theatres owned by Herman and Julian Rifkin, Michael Redstone and Philip Smith, who voluntarily donated the receipts to the fund.

The theatres were the Revere, Meadow Glen, Natick, Dedham, West Roxbury and Quintree. Ted Williams, Red Sox slugger; Bob Emery, television luminary, and Curt Gowdy, sportscaster, made personal appearances to spur donations.

ACLU Opposes IA in Expulsion of Member

The American Civil Liberties Union has made public a letter written by it to Richard F. Walsh, president of the IATSE, protesting the expulsion from the IA of J. Carlyle Ross, projectionist of Portland, Ore. Ross was expelled for having taken to the National Labor Relations Board a dispute with the IA. By doing this, the union charged, he violated a rule which stated that he could not appeal to the NLRB without first having exhausted all intra-union remedies. His expulsion followed.

ACLU in its letter stated that it will support any appropriate action which Ross may bring in the courts to set aside the union's decision, including an appeal to the U. S. Supreme Court.

Three Categories

Censor Law Now in Effect In Bermuda

Special to THE DAILY

HAMILTON, Bermuda, Sept. 28.—Legislation setting up a film "censorship" in Bermuda, Britain's oldest self-governing colony, went into effect yesterday.

Under provisions contained in the Films (Control of Exhibition) Act, 1955, the Film Control Authority (the Bermuda Board of Education) shall, on application to them being made, (a) permit the unrestricted exhibition of a film, or (b) restrict its exhibition to adults only, or (c) prohibit its exhibition entirely. Under a duration clause, the act expires on Dec. 31, 1957.

Lists of the films to be shown at the Bermuda cinemas will be submitted to the authority which will have before it the ratings given to the films in the United States or the United Kingdom. The authority will be guided by those ratings. Only feature films are affected by the provisions of the act.

When the act was under consideration in the Legislative Council earlier this year it was stated that it aimed at introducing the simplest form of control over the exhibition of feature films to prevent undesirable films from being shown.

For "adults only" films, the act defines an adult as a person over the age of 17. It is an offense for anyone under 17 to knowingly view a restricted film. Any offender against the act is liable on summary conviction to a fine not exceeding 70 dollars.

AA to Plug Product At TOA Trade Show

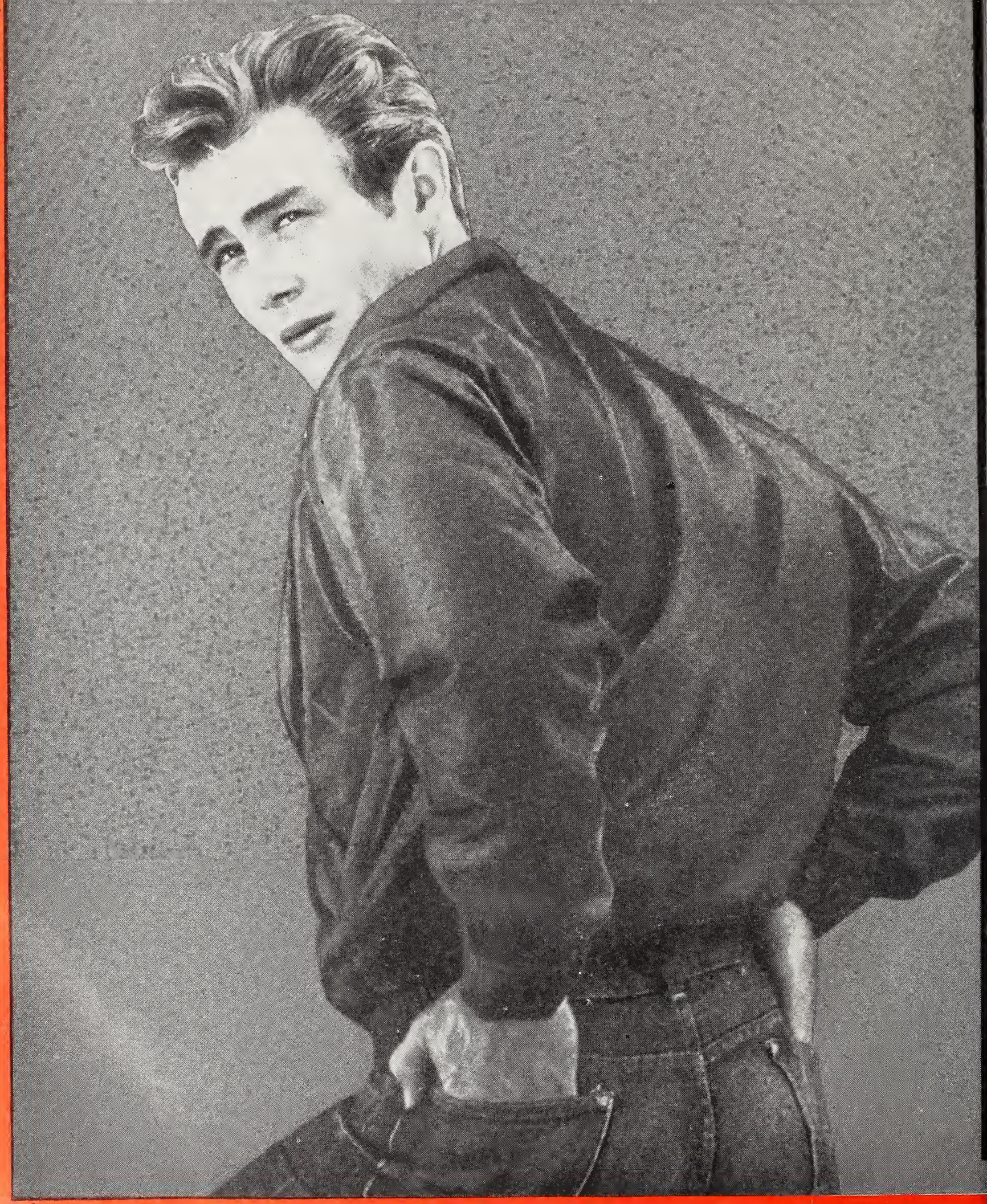
Promotional pieces on forthcoming product from Allied Artists will be on display at the Oct. 6-9 trade show which will be held in conjunction with the Theatre Owners of America convention at the Hotel Biltmore in Los Angeles, it was announced here by Morey Goldstein, AA vice-president.

Top AA executives are planning a rotating schedule of attendance at the trade show to meet and greet TOA delegates, Goldstein said.

Toronto Office Set By Interstate TV

Lloyd Lind, vice-president and general sales manager of Interstate Television Corp., subsidiary of Allied Artists, announced the establishment of a branch office in Toronto, and the appointment of Richard Fischer to the new post of Canadian division manager. Fischer was formerly program operations manager for WJBK-TV in Detroit.

Jim Stark–a kid in the year 1955–
what makes him tick...like a bomb?



WARNER BROS.
present the
sensation-star
of 'East of Eden'

JAMES DEAN

in a challenging drama
of today's
teenage violence!

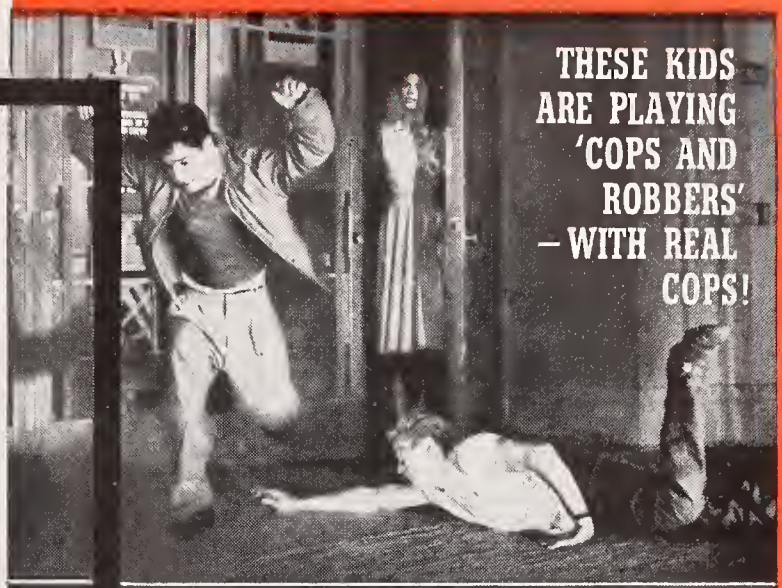
THERE WILL BE NATIONWIDE APPLAUSE FOR "REBEL WITHOUT A CAUSE"



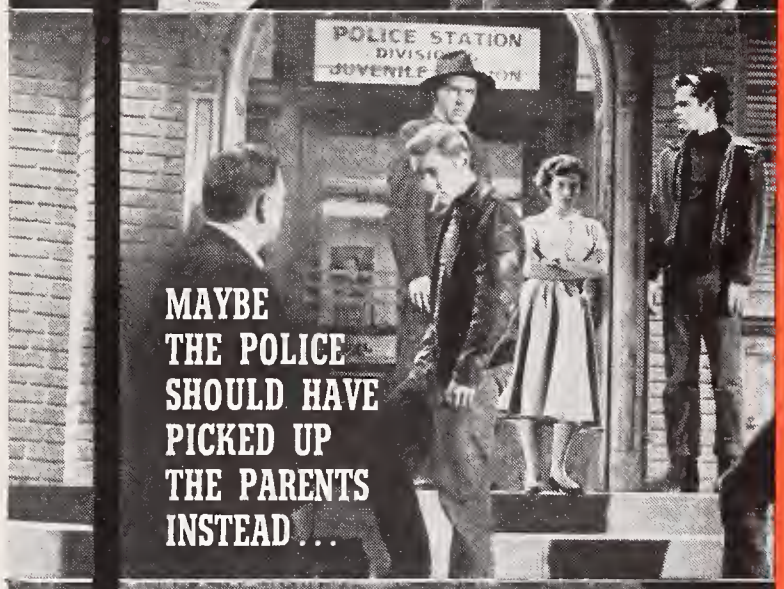
CINEMASCOPE
WARNERCOLOR

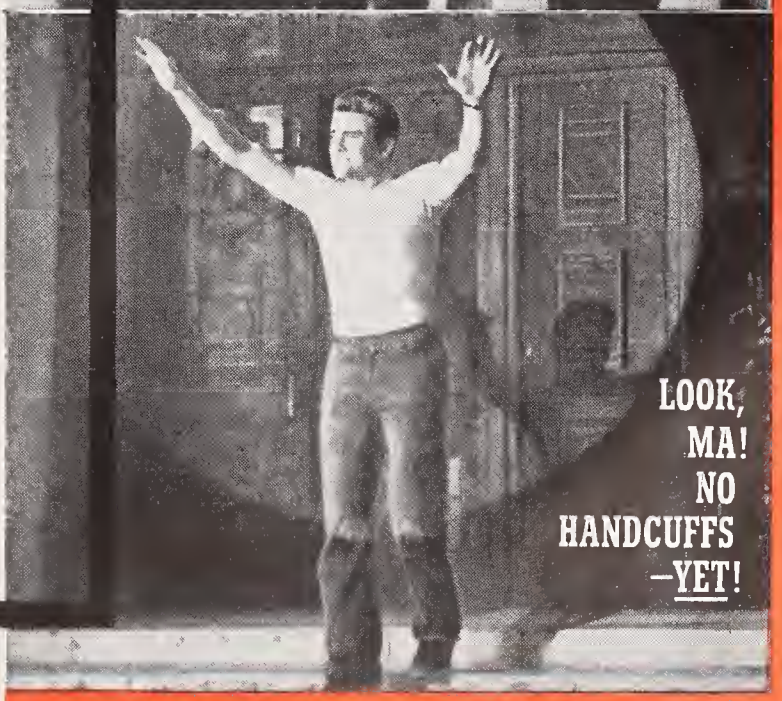
ALSO STARRING **NATALIE WOOD** WITH **SAL MINEO**
JIM BACKUS · ANN DORAN · COREY ALLEN · WILLIAM HOPPER

SCREEN PLAY BY STEWART STERN · PRODUCED BY DAVID WEISBART · DIRECTED BY NICHOLAS RAY · Music by Leonard Rosenman









REMINDER FROM COMPO: DID YOU MAIL YOUR NOMINATIONS FOR AUDIENCE AWARDS?

REVIEWS:

LUCY GALLANT

Pine-Thomas-Paramount-VistaVision

TEXAS MEN, women, romance and high fashions are combined amidst the wide-open spaces of Texas, which are cluttered up with oil derricks producing "black gold" for the nouveau riche, to devise a story-line for this William H. Pine and William C. Thomas production in VistaVision and color by Technicolor. The top box-office names in this somewhat slow-moving, lengthy Paramount release are Jane Wyman, Charlton Heston and Claire Trevor, but the acting "thunder" is stolen from the principals by veteran character performers Thelma Ritter, William Demarest and Wallace Ford, all of whom contribute many laughs, even though this film is not a comedy.

A high selling point for exhibitors, which is certain to enchant women, is a complete fashion show which incorporates the latest and most glamourous costumes designed by Edith Head, Paramount's wardrobe head. The show, staged by Jack Baker, is narrated by Miss Head and also introduces Gov. Allan Shivers of Texas who portrays himself in a brief role.

The John Lee Mahin and Winston Miller screenplay, adapted from Margaret Cousins' novel, "The Life of Lucy Gallant," begins with cowpoke Heston helping Miss Wyman get settled in the local oil "boom" town after she was left at the altar. The smartly-dressed actress immediately launches a sale of her trousseau, and, flushed with success, talks banker Demarest into lending her money to start a store for the clothes-hungry women of the town. Heston, meanwhile, finds that he is in love with Miss Wyman, much to the alarm of saloon owner Miss "Trevor.

Ford and Miss Ritter then "strike it rich" with oil and portray excellent, funny characterizations of the nouveau riche in their transformation. Miss Wyman decides to make her fashion business her career while Heston attempts to make her his career. The two fight and make up continuously and after many mishaps and occurrences, mainly World War II, the couple gets together.

Others in the east are Tom Helmore, Joel Fluellen and James Westerfield. Robert Parrish directed this film.

Running time, 104 minutes. General classification. For release, in November.

LESTER DINOFF

Count Three And Pray

Copa Prod.—Columbia—CinemaScope

Hollywood, Sept. 28

TED RICHMOND'S FIRST prodution for Copa, a company which he formed in association with Tyrone Power, shapes up as a highly entertaining farce that should add another healthy grosser to the Columbia roster. Although the selling must lean heavily on the name of Van Heflin and the film's deserving production values, color by Technicolor and photographed in CinemaScope, extra effort to exploit this attraction should be made to cash in fully on its possibilities.

Herb Meadow's post-Civil War story establishes Van Heflin as a Southerner who returns after fighting with the Union Army to find his home and possessions destroyed. Despite his reputation as a man with a passion for wine, women and horse racing, he yields to a calling to preach the gospel and help his fellow men. Making his way to an abandoned parish house, he finds himself sharing "squatters rights" with gun-toting Joanne Woodward, whom he misjudges to be a child in need of guidance.

In his effort to rebuild the church and attract a congregation, Heflin is compelled to engage in a Sunday horse race with Phil Carey, a horse fancier, the stakes being the lumber needed against Heflin's beautiful white stallion.

Heflin wins the lumber as well as Carey's strong friendship. Raymond Burr, a storekeeper of substance, resents the preacher because Alison Hayes, the attractive daughter of a once-prominent Southern land-owner, now beholden to him for his support, shows signs of her former affection for Heflin. His efforts to stop Heflin from achieving his purpose almost take effect. When Burr tries to pin a compromising relationship on Heflin and Miss Hayes, the regional bishop appears the scene and clears up the complications, paving the way for Heflin marriage to Miss Woodward.

George Sherman directed.

Running time, 102 minutes. General audience classification. Releas in October.

SAMUEL D. BERN

A Man Alone

Republic-Trucolor

WITH RAY MILLAND starring and directing, Republic has here a su penseful story, full of excitement and action. The picture should be money-maker for exhibitors and Republic. From the opening scene the fadeout, the story is grim and tense.

Milland is the man alone. When he finds the victims of a stage coa robbery brutally murdered, he rides one of the stage horses into a la less town and takes refuge in the sheriff's cellar, despite the fact th he, Milland, is an outlaw, himself. The sheriff's daughter is Ma Murphy, whose father has been stricken with yellow fever. Wh Milland nurses him back to health, he discovers that the town boss a his henchmen are the guilty ones behind the crimes of the territory.

The direction and leading parts have been handled with real dramat skill. You won't anticipate quite all the detail, in spite of the weste story, nor will you diminish the roles of Milland or Miss Murphy a the supporting cast, by any standard in today's international market f motion pictures. The typical western settings are enhanced by Trucol which is an asset in these days. Republic owns Consolidated Film La oratories which also controls Trucolor, and this is for the mutual a vantage of all concerned, including the eventual customer who bu tickets at the wicket.

Milland is a strong character, with a lot of appeal to both men a women, and his direction of this picture need not hide behind an initi

Running time, 96 minutes. General classification. For October releas

Bengazi

Panamint-RKO Radio

A MELODRAMA telling the story of thieves who haunt the North Africa nights, "Bengazi" represents the first effort of a new independent cor pany, Panamint Pictures, headed by Sam Wiesenthal and Eugene Tevli Three names are marquee material: Victor McLaglen and Richard Con as the principal villains, and Richard Carlson as their nemesis. The fil follows the tried-and-true pattern of the "adventure story" and shou please that large element that is attracted by this particular type action fare.

A British supply depot near the city of Bengazi has become th target for thieves and gun runners. Detective Carlson suspects, an rightly so, Conte and McLaglen, owners of a cafe, as the culprits the theft of a truck. They deny it and their story is corroborated b some friends. The real purpose of the truck is to gather a fortune i gold buried in a desert mosque by some tribes during the war.

What follows is the usual amount of dishonor among thieves, th appearance of McLaglen's daughter, who begins to change Conte viewpoint about life, love and crime, the appearance of the tribesme who want their gold back and finally the triumph of the law an Conte's reformation. The main supporting players include Mala Powe as the daughter, Richard Erdman as a third partner-in-crime and Hillar Brooke as Conte's discarded girl friend. The cast is adequate in it roles and the direction by John Brahm keeps the film moving. Th screenplay was by Endre Bohem and Louis Vittes from a story by Je Bailey.

Running time, 79 minutes. General audience classification. Releas date, Sept. 14.

'Harry' Here Oct. 16

Alfred Hitchcock's "The Trouble With Harry" will have a "gala" New York premiere at the Paris Theatre on Sunday evening, Oct. 16.

'Bengazi' to Palace

"Bengazi," Panamint Pictures' RK release will open at the RKO Palac Theatre here on Oct. 7. It is the fir Superscope film in black and white.

Technicolor

(*Continued from page* 1)
us blamed the cutback on a drop of me 30 per cent of orders for manucture and delivery during the last art of 1955, as compared to the evious quarter.

Many Postponements

Dr. Kalmus further went on to exain that during the fourth quarter uncommonly large number of rease printing schedules have been stponed to later dates by Technilor customers and the improved w Technicolor process will require few more months to reach large ale operations. Expressing regret r the step, Doctor Kalmus expressed e hope that the cut-back which will ainly affect the Coast plant, will be ry temporary as was a similar action ken in March, 1954.

Regarding the license arrangement ith Eastman Kodak, Doctor Kalmus id that "although Technicolor has id many years of experience in osely related laboratory manufacre this will be the first product in e amateur field to be associated ith the Technicolor name." Addinal announcements on the new rvice probably will be made shortly, added.

Profit Above Last Year

With September earnings estimated, nsolidated profit, before taxes on inme, of the Technicolor companies r the first three quarters of 1955 as reported at $3,505,000 by Doctor lmus. Consolidated profit, before xes on income, for the same period 1954 was $2,991,000. The profit, ter taxes, is estimated at $1,775,000 r 1955, or 89 cents per share. This mpares to $1,427,000 or 73 cents r share for the corresponding period 1954. The number of Technicolor ares outstanding currently was put 1,995,000 as compared to 1,938,000 the same time in 1954.

NSS in Britain

(*Continued from page* 1)
sions for England would be similar that in the United States and ould include such items as 30 x 's, 40 x 60's banners, door panels, d similar display material for mon picture exploitation.

In addition to the display accesry program, Brenner will also dis-ss, with Arnold Williams, managing rector of the NSS English company, e NSS production of film material r the newly-instituted commercial V programs of Great Britain.

Parmarks $500,000

(*Continued from page* 1)
at the proper effort for "The Tall en" is the point-of-sale approach in e exhibitors' "backyard." The backne of local level campaigns is newsper advertising, Einfeld noted, with assortment of teaser and pageominating advertisements being emoyed. Expanded use of TV and dio is included in the plans, he lded.

REVIEWS:

Tennessee's Partner

RKO Radio-Benedict Bogeaus
SuperScope

A VARIETY of above-average cast, story and production values enhance the box office chances of this Benedict Bogeaus production, photographed in SuperScope and color by Technicolor, for RKO Radio release. Based on a popular Bret Harte story, "Tennessee's Partner" re-teams John Payne and Ronald Reagan, and offers Rhonda Fleming and Coleen Gray as feminine flavoring.

For action fans there are all the usual episodes: the gun battle in the streets, a shooting over a poker game, a couple of chases (one on horseback by a lynch-bent mob) and a jail break, too. At one point Payne refuses to fight back when his friend Reagan attacks him with his fists but he rallies in the end for a brutal encounter with the villain (Anthony Caruso).

The story tells of the friendship between "Tennessee," a professional gambler played by Payne and "Cowpoke," his partner played by Reagan. Their relationship is mostly a matter of one of the men getting the other out of a jam and then having the favor returned. First Reagan shoots a man attempting to kill Payne in an ambush on the street. Payne repays this by rescuing Reagan frm the clutches of a designing female he is about to marry (Miss Gray) by running off temporarily with the lady himself. As Reagan does not take too kindly to this particular boon, the friendship suffers a set-back, but it is patched up in time for Reagan to save Payne from a mob about to lynch him for the murder of an old prospector who had struck gold. The two heroes then set out to find the real murderer and Reagan does his friend a final favor at the end by stepping in the way of a bullet and dying in his place.

Throughout the picture Payne is romantically pursued by Miss Fleming as the operator of a plush saloon and gambling house.

Running time, 87 minutes. General audience classification. Release, Sept. 27.

SVENGALI

M-G-M

FILMED IN ENGLAND, this latest production of the George Du Maurier story is given added authenticity by native backgrounds and the distinction of a fine cast giving what is obviously earnest performances. Previously filmed in 1933, and before that in 1913, not to mention its innumerable stage presentations, the story undoubtedly has a large following already, and a whole new generation waiting to be introduced to it.

Hildegard Neff, in the familiar role of Trilby, is the only non-English member of the cast. The German actress does nobly by her part, as does Donald Wolfit for Svengali. Others in the cast give performances on a par with the stars', and Noel Langley's direction is properly keyed to stress the best dramatic values of this popular tale.

George Minter gave the property a discriminating production. British Eastman Colour is used to good effect. The many to whom the tale is familiar and the many more who will have heard of it and await their introduction to it on the screen will find this "Svengali" enjoyable and satisfying entertainment. It is for all ages and for the whole family.

Running time, 82 minutes. General audience classification. Release, Sept. 9.

'Four Seasons' to AA

HOLLYWOOD, Sept. 28.—Negotiations have been completed under which Allied Artists will release "The Four Seasons," a La Salle Production which goes before the cameras on Friday with David Wayne starring and Josef Shaftel producing and directing. The color film will be filmed at Republic studio and various southern California locations.

Liberace on Tour

Liberace, who stars in Warner Bros.' "Sincerely Yours," will make a coast-to-coast personal appearance tour in connection with theatre openings of the WarnerColor feature. Accompanied by his brother George, Liberace will appear at the premiere showings which will be scheduled in at least 12 key cities beginning late in October.

HOLLYWOOD
on the march

By SAMUEL D. BERNS

Hollywood, Sept. 27

BOB WATERFIELD is importing Roy Boulting from England to direct Russ-Field's "Run For the Sun," which Harry Tatleman will produce next month, Richard Widmark starring.

☆

Costume pictures are not as bugaboo as the trade might think. Witness the latest estimated gross on world-wide returns for U-I's "Sign of the Pagan" approaching the $5 million mark. No wonder Ed Muhl and Al Cohen are grinning at each other.

☆

The Beverly Hilton's grand ballroom has been booked for Jan. 22, 1956, to make the Screen Producers Guild Fourth Annual Milestone Awards dinner an outstanding event for the coming year. A new awards pattern is being planned by president Sam Engel and the Guild's board.

☆

Allen Miner, upcoming director and wizard with the camera, started out producing a documentary about fishing for tuna, and wound up with one of the most exciting pictorial features which RKO will release under the title, "The Naked Sea." Capitol Records were that impressed with the unusual guitar - harmonica musical background that they've waxed an album to tie-in with the film.

☆

With 400 theatres of the Rowley-United circuit of Texas booking RKO's "The Treasure of Pancho Villa" this month, the picture should do wonders for the treasury of Edmund Grainger.

☆

One way to help launch a new face is for the new face to come "Girl Rushing" into your office in a cowgirl costume displaying million dollar legs and say "I'm Karolee Kelly."

☆

Miriam Nelson, directing the dances for Columbia's "Bring Your Smile Along," believes it's time the Academy started considering choreographers for special Oscar awards.

Another Conn. House Leased by Perakos

HARTFORD, Sept. 28.—The Arch St. Theatre, New Britain, Conn., owned and operated by Baruch S. LeWitt and Mrs. Margaret Glackin, has been leased, effective immediately, for five years to Perakos Theatre Associates, which operates in a number of Connecticut cities and towns.

LeWitt, it was said, will concentrate on the Beveridge Cup Dispensing Co., which he formed some five years ago. Mrs. Glackin is the widow of John S. P. Glackin, veteran Conneticut theatre owner.

In its first 169 engagements,

"TO HELL A

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ND BACK"

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GEST GROSSER IN

43-YEAR HISTORY!

The Glenn Miller Story"

Magnificent Obsession"

RE IN THE COUNTRY!

Universal International

REVIEWS:

"Killer's Kiss"

Kubrick-United Artists

UTILIZING A CAST mainly recruited from television, and names which will have little or no marquee value, producer-director-screenwriter Stanley Kubrick's production of "Killer's Kiss" incorporates the "eternal triangle" theme in this United Artists release. Kubrick gets the picture off smoothly as he introduces his characters—a fighter whose career is on the wane; a "dime-a-dance" girl who has seen better days; and the dance hall owner with shady business affiliations seeking to force his attentions on the girl. Filmed in and about New York City, Kubrick lets the camera tell the story, using a minimum of dialogue to good effect.

The action in this melodrama begins when the dance hall owner attacks the girl in her apartment and sets off a chain of events which end with his death at the hands of the fighter. The only real excitement comes in the climactic battle in a mannequin factory where both men, armed with a fire axe and a fire pole, hurl all parts of the dummies' anatomies at each other in the fight to the end.

Running time, 67 minutes. Adult classification. Release, not set.

Shadow of the Eagle

United Artists

FILMED IN ENGLAND, "Shadow of the Eagle" has a central situation that fits neatly into the familiar scheme of the historical adventure-romance, and it runs through it smoothly and efficiently—if without any particular distinction. The emphasis in this case is less on adventure than romance, and for that purpose there are in the leading roles Richard Greene and Valentina Cortesa, both of whom have enjoyed in the past a minor vogue with American audiences.

The central romantic situation develops the "friendly enemies" theme in an 18th century locale. Greene portrays a Russian count, a favorite of the Empress Catherine, whom she sends to Venice to kidnap a young woman, played by Miss Cortesa, who claims to be the daughter of Elizabeth I and thus a pretender to the Russian throne. Not unexpectedly, Greene meets the lady he has been sent to destroy incognito at a masquerade carnival, and they fall in love.

Climax Is Exciting

Before the happy denouement, in which the lovers forsake politics and escape the wrath of the empress by fleeing to Sweden, a series of predictable events occurs. They are first tricked into a rendezvous by Catherine's agents in Venice and sent back to Russia, where there transpires, among other familiar events, the confrontation scene between the two women who love the same man. Typical also is the climax in which the heroine is rescued from a torture chamber in the nick of time by her lover and his friends.

Anthony Havelock-Allan produced, from a script by Doreen Montgomery and Hagar Wilde.

Running time, 93 minutes. General audience classification.

N.J. Allied Favors Drive

(Continued from page 1)

ported that there was "complete unanimity of thought and this was passed by the unit with a unanimous vote." Stern also said that Allied of New Jersey was going to participate in the Audience Awards.

Two weeks ago, following a three-and-a-half hour ATONJ membership meeting here, Stern said that the group "could not reach agreement on the second tax reduction campaign." He also said then the ATONJ was seeking complete advices from national Allied and "hope to reach agreement on the tax reduction issue" at a reconvening of the group.

Will Follow Allied's Lead

Yesterday's statement indicated that ATONJ was completely in favor of seeking a tax reduction on admissions, but was not certain as to the timing for such a campaign, leaving that phase of the issue up to the national organization. If Allied feels that now is the time to launch such a campaign, ATONJ would enthusiastically support it, one ATONJ representative said.

"If Allied decides now is not the time to start a tax reduction program, the ATONJ would oppose any or all efforts to do so," he said, pointing out that the matter rested with Allied States.

Abram F. Myers, general counsel and chairman of the board of Allied States Association, pointed out in mid-September that the exhibitor organization was committed by resolution to seek governmental regulation of film rentals and unless the film companies undergo a change of heart and walk through the door that the resolution leaves open, "Allied will, of course, proceed with its program." He also contended that with independent exhibitors telling Congress what happened to the tax relief granted a short time ago, and asking for the regulation of film prices in order to stay in business, "it is extremely unlikely that Congress will grant further tax benefits."

In Contrast to Rembusch View

The ATONJ position in favor was in direct contrast to the declaration by Trueman T. Rembusch, Allied States board member, who said that "exhibition would not enjoy any benefits accruing from such a fight." Rembusch, in August, said that a proposal to seek a ceiling on film prices was more attractive and lucrative to exhibitors than a reduction of Federal taxation as distribution "would again grab the benefits of any exhibition success in repeal of admission tax."

Another Allied leader, Col. H. A. Cole, also expressed opposition to the tax reduction proposal, maintaining that tax benefits will be absorbed by higher film rentals.

"Fort Yuma"

Bel-Air-United Artists

CONFORMING fairly closely to the standard U.S. Cavalry-Indian melodramas, "Fort Yuma," in color by Technicolor, provides the usual battle action in which the Indians kill off the cavalrymen by ones and twos to satisfy and gratify the steady students of frontier conflict. The story and screenplay by Danny Arnold is at bottom, a routine account of the disasters confronting an Army munitions train which is commanded by Peter Graves. The train also carries two women, Joan Vohs, who portrays an Easterner with ideas about racial equality that are not yet accepted in the West and Joan Taylor playing an Indian girl involved in an illicit relationship with Graves.

The lack of top marquee names might make a difference in the picture's box office prospects.

During the journey, the cavalrymen are harassed by Indians who steal the dead soldier's uniforms. The principals are forced to take cover on a mountainside and they observe the Indians, masquerading as cavalrymen, riding towards Fort Yuma. The Indian girl sacrifices her life to save her white lover, and the others manage to warn the Fort Yuma garrison in time to prevent the Indians from gaining entrance. The film ends with the now contrite lover of the dead Indian girl saying he's sorry and riding away after wishing happiness to the white school teacher and the Indian scout, portrayed by John Hudson, who share the same views about white-red equality and may or may not be altar bound as the film fades out.

Aubrey Schenck is executive producer, Howard W. Koch is producer, and Lesley Selander directed.

Running time, 79 minutes. Adult classification. Release date not set.

Slate Fifth Premiere For 'Guys and Dolls'

Samuel Goldwyn's production of "Guys and Dolls," which M-G-M is distributing, has been set for a fifth premiere, the latest date being set for the Astor Theatre in Boston, Nov. 11. Other dates and theatres announced for special openings include the world premiere at the Capitol in New York on Nov. 4; the Chicago, Chicago, also on Nov. 11, and two premieres on Nov. 16 at Keith's Washington and the Los Angeles Paramount theatres.

The Five Goldwyn "Dolls" now touring the country were in Boston and Toronto recently on a round of personal appearances in connection with the picture.

REVIEWS:

Double Jeopardy

Republic

ROD CAMERON and Gale Robbins head an experienced cast which endeavors to spark the stereotyped melodramatic script with some verve and excitement. Unfortunately it does not always succeed.

The plot involves the blackmailing of John Litel, who had served a jail sentence, by Robert Armstrong, one of his former associates. Armstrong subsequently is killed by Jack Kelly who is romantically involved with Armstrong's wife, Miss Robbins. The subsequent police investigation reveals that Litel and Armstrong had been associates and suspicion fastens on Litel.

Meanwhile, Litel's daughter, Allison Hayes, and her suitor, Cameron launch their own investigation of the killing and turn up the link between Kelly and Miss Robbins. Kelly fails in a murder attempt on the latter, ultimately is apprehended and confesses. Litel being cleared, the romance between Miss Hayes and Cameron is free of obstacles.

R. G. Springsteen directed. Rudy Ralston was associate producer.

Running time, 70 minutes. General audience classification. Release, June 1955.

Lonesome Trail

Lippert

ROUTINE PERFORMANCES and an undistinguished script hold this action story to moderate entertainment levels. Richard Bartlett's direction of his an Ian MacDonald's screenplay, based on Gordon D. Shireff's novel, "Silent Reckoning," never quite succeeds in injecting sufficient excitement and credibility to give the film distinction.

John Agar returns from Army service to find that his land and most of his neighbors' has been appropriated by Earle Lyon. Edgar Buchanan, one of the neighbors, has promised his daughter, Margia Dean, to Lyon in marriage to save part of the property.

Agar challenges Lyon and is wounded. Nursed back to health by MacDonald, as an Indian, and Douglas Fowley, a neighbor, Agar perfects his mastery of the bow and arrow and ultimately returns to town and wipes out Lyon's band with those weapons. The rightful owners repossess their land and Agar and Miss Dean are united.

Also in the cast are Wayne Morris, Adele Jergens and Betty Blythe. Lyon produced.

Running time, 73 minutes. General audience classification. Release, July, 1955.

Caras Joins Columbia

Roger Caras, who has spent 12 years in the promotion of motion pictures, stage, television and radio shows, has joined Columbia Pictures' home office exploitation department. Caras was most recently affiliated with independent producers Michael Myerberg and Jed Harris.

Filmakers

(Continued from page 1)

ave been released and one, "The old and the Brave" which is ready or release. They further allege that ving H. Levin, president of Filmakrs, tried to induce them to surrender The Bold and the Brave" from their anchise, and, upon refusal, Filmakrs served notice of termination of heir franchises.

The court issued a temporary reraining order against Filmakers, reraining it from licensing or distributg "The Bold and the Brave" in the laintiffs' respective territories except hrough the plaintiffs, and also issued n order of notice to Filmakers to how cause on Monday, why the temorary order should not be made ermanent.

Splendora Firm to Stress Negro Talent

Announcement was made yesterday y Warren Coleman, president of the plendora Film Corp., a newly ornized film-producing organization, hat the company will engage prirarily in the business of producing ow-eost, high-quality" motion picres for exhibition in theatres and on levision.

"Though not exclusively, our productions will mainly utilize the creive, artistic and technical abilities of e Ameriean Negro," Coleman states, nd all films will be designed to prode wholesome entertainment to udiences in all walks of life."

Directors, cameramen, film and und technicians and other necesry personnel and serviees will be red from time to time in accordance ith the demands of the company's oduction schedules.

The company will work toward an entual schedule of five or six feare films per year. In addition, it pects to produce short subjects as ell as low-cost films for television.

'ara. Going All Out 'o Promote 'Hours'

One of the largest national magine advertising campaigns ever ndertaken on behalf of a Paramount cture is being lined up for William yler's "The Desperate Hours," in njunction with the campaign of aximum market penetration already work on this film, the company nounced. Double-spread ads in ife" and "Look" and full-page ads "Saturday Evening Post" and "Colrs," all of which represent reader culation of more than 17,500,000, e included in the magazine proam, part of the maximum market netration campaign already in work this film.

A full-seale fan magazine camign, all-out local cooperative adrtising and intensive radio-televin promotion are included in the curation campaign on "The Desrate Hours."

Fox 55mm. Good: Sponable

(Continued from page 1)

combination magnetic and optical sound track on one print, Sponable said that 20th-Fox was cognizant of such a possibility a long time ago, but rejected it as the "wrong thing to do."

Says Image Is 'Compromised'

Sponable, in citing 20th-Fox objections to the development, contended that the addition of an optical sound traek on the magnetic print compromises the CinemaScope image from a ratio of 2:55 to I to 2:35 to 1. In addition, Sponable said such a step "penalizes" the 7,000 theatres throughout the world which have installed full stereophonic sound. It also "degrades" the regular optical print, cutting the regular optical track in half, Sponable maintained.

Although it is costly, Sponable said that 20th-Fox would continue to furnish separate magnetic and optical prints for its CinemaScope productions.

Asked about Eidophor, 20th-Fox color theatre TV process, Sponable said that "we'll probably have it completely in hand by the end of the year," when demonstrations will be staged of the new equipment.

Twentieth-Fox plans for "Carousel" and a few other selected 55mm. productions is to road-show them in the wide-gauge film before reducing them for general theatrical distribution.

Rhoden Urges

(Continued from page 1)

vertising and exploitation methods."

Rhoden said the Motion Picture Festival, scheduled for next March, will benefit the entire industry. He added, commenting on a locally published report to the effect that certain factions in Hollywood were withholding their support from the COMPO Audience Awards poll, "I cannot conceive of even a small group of people in show business opposing the idea of acknowledging a public vote."

FWC president John B. Bertero told his listeners, "Toli television and color television are yet to be reckoned with, but they will not present too serious a problem. The American people are gregarious and will leave their homes to see the best entertainment. It is up to exhibitors to make them come out more often."

Edwin F. Zabel, general manager of the Southern California division, said, "Theatre operators who provide the best pictures, pleasant surroundings, comfortable seats and most modern equipment need not fear the future."

CS for Plaza

(Continued from page 1)

nounced by 20th Century-Fox, distributor of the film.

The Korda production, the first British motion picture filmed in CinemaScope, will open in a few weeks at the Plaza Theatre following the necessary installation work.

The company reported that the Plaza made "one of the largest bids ever reccived from an art theatre" to play "Deep Blue Sea."

Rose in Hollywood

HOLLYWOOD, Sept. 28. — David E. Rose, executive producer of Coronado Prod., is here from London to complete talent arrangements for "Port Afrique," which he will shoot on location in Spain and North Africa and which Columbia will distribute.

'Gold' Here Oct. 14

Columbia's Technicolor Warwick production, " A Prize Of Gold," will have its premiere at the Palace Theatre here on Oct. 14.

'McConnell Story'

(Continued from page 1)

of U. S. fliers at gala Astor Theatre premiere of Warner Bros.' "The McConnell Story" here last night.

The premiere festivities began at 8 P.M. when the 50-piece First Air Force Marching Band paraded down Broadway and took its position on the center island opposite the Astor Theatre.

Performed for an Hour

From 8 to 9 P.M. Times Square was filled with martial music, played by the band, as a battery of arc lights flashed the premiere opening. Adding a touch of Hollywood glamour to the opening were Warner Bros. stars Tab Hunter, Natalie Wood, Nick Adams and Perry Lopez.

At 9 P.M., before a capacity audience, General Felix Vidal, Deputy Commander of Reserve Affairs for the Continental Air Command, welcomed the guests on behalf of the Air Force and Warner Bros. Mrs. Jimmy Doolittle then presented the citation honoring Air Force Wives to officers of the Association.

Also taking part in the on-stage ceremonies was Air Force Captain Pete Fernandez, the nation's present leading jet ace and close friend and flying companion of Captain McConnell.

Jet Plane Exhibited

Additional premiere highlights included the display, in mid-Times Square, of an F-84 Thunderstreak jet, and an exhibit of the latest Air Force equipment at the exhibit hall adjoining the Astor Theatre. Radio programs participating in the premiere ceremonies were Luncheon at Sardi's, Tex and Jinx, and Monitor.

SMPTE Meet

(Continued from page 1)

the industry's outstanding technical people. The SMPTE entertainment committee is scheduling a number of diversified activities for men and women on the other evenings, among them being a discussion by Dick Bird, one of the cinematographers who contributed to Walt Disney's True Life Adventure series.

TENT TALK

Variety Club News

WASHINGTON. — Phillip Isaacs, newly appointed division manager for Paramount Pictures and, Frank M. Boucher, advertising manager for TV Guide, were honored by Tent II of Variety Clubs International, at a dinner held at the Willard Hotel. Isaacs is first assistant chief barker of the Tent and Boucher is past chief barker.

Jack Fruchtman, Marvin Goldman and Nate Golden were co-chairmen of the affair attended by 250 persons. Judges Milton S. Bronheim and Alvin Newmeyer, Sr. acted as toastmasters.

△

HOUSTON—W. L. Thaxton and C. P. Simpson, two members of the Houston Variety Club, died just a day apart. Thaxton was head of the W. L. Thaxton Co. and Simpson was a member of the Simpson-Gillman Pontiac Co.

△

CLEVELAND—Variety Club, Tent No. 6, Cleveland, recently held at the Lake Forest Country Club its first golf tournament in three or four years. Some 40 members competed. Others came out for the dinner and the evening entertainment of dancing and cards.

△

ALBANY, N. Y.—The local Variety Club will elect a new erew at a meeting in the Sheraton-Ten Eyck Hotel Monday. The II-member crew will choose officers a few days later.

△

BALTIMORE—Variety Club, Tent No. 19 of this eity, has established a $40,000 trust fund for a Variety Club's Children's Clinie, aceording to Welfare Committee Chairman Frank H. Durkee, Sr., head of the Durkee Enterprises.

△

ST. LOUIS.—David G. Arthur, of Fanchon and Marco-St. Louis Amusement Company, Chief Barker of Tent 4, Variety Clubs International (St. Louis Variety Club) was host to new members of the club at a party in the Lido Room of the Hotel Chase.

△

PHILADELPHIA—Ralph W. Pries, international representative of Variety Clubs, International, and Edward Emanuel, International Property Master, have been named co-chairmen of the Philadelphia County "March of Dimes" 1955-56 campaign committee, sponsored by Variety Club Tent 13. Also named to the committee was Howard Minsky, district manager of Paramount Pictures and a member of Tent 13.

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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 78. NO. 64 NEW YORK, U. S. A., FRIDAY, SEPTEMBER 30, 1955 TEN CENTS

Westrex View:

Cost Is Key to Standardizing Media Abroad

Understanding Needed, Say Overseas Officials

By LESTER DINOFF

Economie factors throughout the world, coupled with the public's cogizanee, will govern whether or not here will be a standardization within the industry of motion pieture sound and film techniques. This was the general opinion of six Westrex Corp. executives who are here to attend the three-week conferenee of managers.

The six Westrex offieials, Dr. John E. Frayne, Hollywood; Miles A. Goldbek, Tokyo; Franeeseo De Renzis,

(*Continued on page* 8)

Depinet Chairman of Pioneers' Dinner

Ned E. Depinet, veteran industry exeeutive, has aeeepted the post of general ehairman of the 7th annual showmanship dinner sponsored by the Motion Pieture Pioneers, it was announeed by Jaek Cohn, president of the Pioneers. The organization is eomposed of film men who have served the industry for 25 years or more.



Ned Depinet

The Motion Pieture Pioneers' dinner this year will pay tribute to Herman Robbins, ehair-

(*Continued on page* 8)

Wometco-Wilby Pact For Miami Drive-in

Special to THE DAILY

MIAMI, Sept. 29.—Announeement was made today of a partnership beween Wometco Theatres of Miami, and George Wilby, for the operation of the new North Dade Drive-in Theatre now under eonstruction in the

(*Continued on page* 8)

Penn. House Measure Proposes a $2,000 Theatre License Fee for TV Programs

Special to THE DAILY

HARRISBURG, Pa., Sept. 29. — Licensing of theatres showing closed circuit television shows would be required under the provisions of House Bill No. 1814 being considered today by the House Committee on Professional Licensure following introduction by two Philadelphia Democrats.

A $2,000 fee, to be paid the county treasurer, for a license for every place that shows a direct television broadcast and charges admission, is proposed in the measure co-sponsored by Reps. Francis X. Muldowney and Thomas A. Frascella.

Violations under the bill, which would become effective Saturday if enacted into law, would be punishable by a fine of $5,000 or six months to one year in jail.

Replies to Statement

Exception Taken to State Dept.'s 'Jungle' Account by Arthur Loew

Exeeption to "irreeoneilable diserepaneies" in the State Department's aeeount of Ambassador Luee's aetions at the Veniee Film Festival in regard to "Blackboard Jungle" was taken in a letter by Arthur M. Loew, Loew's International president, released here yesterday.



Arthur M. Loew

The letter, at the same time, expressed gratification that neither the Department of State nor its representatives abroad "would ever attempt in any way to eurb the free dissemination of views and opinions or to pre-judge any artistic presentation." Loew's letter was in response to the State Department's answer to the initial Loew protest.

Addressed to Robinson MeIlvaine,

(*Continued on page* 2)

Reports Drilling 8th Well at 20th Studio

Drilling on the eighth oil well at the studio property of 20th Century-Fox has commenced, 20th-Fox stockholders were informed in a letter issued here yesterday, signed by president Spyros P. Skouras.

It is expected, Skouras continued, that the oil and gas sales from the seven producing wells already completed will commence within the next 30 to 45 days. Eventually, he added, revenues from these sources may be substantial.

O'Brien to Explain Todd-AO Process At SMPTE Meet

The final basie fundamentals for the Todd-AO proeess will be revealed publiely for the first time by Doetor Brian O'Brien, viee-president of Ameriean Optieal Co., on Tuesday at tht 78th eonvention of the Soeiety of Motion Pieture and Television Engineers at the Lake Plaeid Club.

Doetor O'Brien, a leading figure in the development of Todd-AO, will enumerate the final teehnieal speeifieations adopted for the proeess, in-

(*Continued on page* 8)

Japan's Kido Here For UA Parleys

Shiro Kido, president of the Shoehiku Company, Ltd., Japan's largest film produetion, distribution and exhibition organization, will arrive in New York today from London to confer with United Artists exeeutives on fortheoming UA films to be distributed through the Shoehiku faeilities in Japan..

This is the first trip to the United States by Kido, who is surveying all

(*Continued on page* 2)

Directive to Flatow

Court Orders Gov't Speedup In 16mm. Case

Wants Its Presentation Completed Next Week

From THE DAILY Bureau

HOLLYWOOD, Sept. 29.—Trial of the government's 16mm. ease, whieh started Sept. 22 before Federal Judge Leon Yankwieh, with government and defense lawyers estimating the trial would take three months, may wind up mueh sooner than that, it was indieated today when the eourt told government attorney Samuel Flatow, who has presented 196 doeuments in evidence during the past few days, that he wants the government to eomplete its presentation by the end of next week.

The eourt said, "I am not going to take three or four weeks off to read these exhibits. I think you will be through by the end of next week. I say this not in an ominous sense—I mean (through) in presentation of your case."

Flatow replied, "I think, in the way

(*Continued on page* 8)

Makelim to Finance First Three Pictures

From THE DAILY Bureau

HOLLYWOOD, Sept. 29.—Hal R. Makelim today told the press he is furnishing his own finaneing for the produetion of the first three features under the Makelim Plan due to the position taken by the banks that his non-eaneellable exhibition eontraets with exhibitors operating 4,000 theatres, and aggregating more than

(*Continued on page* 2)

Milestone Award To Cecil DeMille

From THE DAILY Bureau

HOLLYWOOD, Sept. 29. — The Sereen Produeers Guild exeeutive board voted unanimously to present Ceeil B. DeMille with the Guild's annual Milestone Award for "Historieal Contribution to the Ameriean Motion Pieture," Guild president Samuel G. Engel today announeed.

PERSONAL MENTION

BEN THAU, M-G-M studio executive, is scheduled to arrive in New York on Tuesday from Hollywood.

•

CHARLES S. CHAPLIN, United Artists Canadian district manager and president of the Canadian Motion Picture Distributors Association, will be the guest speaker on Sunday at the meeting of the Saskatchewan Motion Picture Exhibitors Association.

•

LOUIS GOLDSTEIN, official of African Consolidated Theatres, and A. H. STODEL, general manager, will arrive here today via B.O.A.C. from London.

•

ITALO GEMINI, president of AGIS, Italian exhibitor association, will arrive in New York today aboard the "Andrea Doria" from Naples.

•

TED GALANTER, on special assignment by M-G-M for "Guys and Dolls," will leave here on Sunday for the Coast.

•

JUDY HOLLIDAY will return to Hollywood by plane today from New York.

•

BERT E. FRIEDLOB, producer, has returned to Hollywood from New York.

•

RONALD REAGAN will arrive in New York on Sunday from the Coast.

TOA Trophy Award To James Stewart

Special to THE DAILY

BURBANK, Calif., Sept. 29.—James Stewart will receive the Theatre Owners of America Trophy Award as "Star of the Year" at the president's dinner held at the Cocoanut Grove in Los Angeles next Thursday.

Stewart, who will be the guest of honor at the dinner which will conclude the TOA convention, will be tendered the Award "for good citizenship, active civic participation," and for portrayals in "Strategic Air Command," "The Man from Laramie," "Rear Window," the forthcoming "The Man Who Knew Too Much" and as Charles A. Lindbergh in "The Spirit of St. Louis."

Last year's winner was Danny Kaye. This year's selection was made by a committee headed by Elmer C. Rhoden, chairman, and consists of J. J. O'Leary, Comerford circuit; Arthur H. Lockwood, Lockwood and Gordon Theatres, Boston, and R. J. O'Donnell, Interstate circuit, Texas.

'Terrytown' for a Day

Paul Terry, 25 Years in New Rochelle, to Be Feted

Paul Terry, producer of Terrytoons animated cartoons, and creator of Mighty Mouse and other cartoon characters, will be honored on Thursday, by the city of New Rochelle, N. Y. where his studios have been located for the past 25 years. On that day the city will be renamed "Terrytown," and New Rochelle's Mayor Stanley Church will help Terry replace the city's signs.

At his large "fableland" in New Rochelle, Terry produces an average of one animated "Terrytoon" for theatrical distribution every two weeks. It is there, too, that he produces his "Barker Bill's Cartoon Show," which is currently seen on 80 CBS-TV stations. Recently, Terry completed his 1,100th animated cartoon film.

Until 1930 Terry produced his animated cartoons in New York City. Then, he decided to move his studios to New Rochelle, which at that time was the center of motion picture production in the east. He has remained there since.

Terry has never produced a film on the West Coast.

Makelim

(*Continued from page* 1)

$300,000 worth of guaranteed playdates, do not constitute adequate collateral.

The first production, "Peacemakers," will start next week, with national release before the year's end planned.

The producer, who said he already has spent $250,000 bringing the Makelim Plan to its present status, told the press group he had expected the banks to provide partial financing, on the basis of signed exhibition contracts, but is not dismayed by their attitude and will pay the entire financing instead. The pictures will be budgeted at about $500,000 each, he said.

Two Other Participants

The only participants in financing, outside his own family, Makelim said, will be Hugh Thomas, former Sarasota exhibitor, now Makelim Pictures vice-president, and C. A. Dandelake, board member of the Theatre Owners of North and South Carolina.

Makelim disclosed that distribution will be via national film delivery, and six men will be appointed to act as sales representatives covering theatre situations not in the original Makelim Plan.

James C. Cunningham

Requiem mass will be held on Monday for James C. Cunningham, 80, father of James P. Cunningham, equipment editor of "The Film Daily" and for many years with Quigley Publications, who died early yesterday morning. The senior Cunningham was business agent of the United Brotherhood of Carpenters, Local No. 246, and had been an official of the union for 50 years. He is survived also by another son, three daughters, a sister and his wife.

Arthur Loew

(*Continued from page* 1)

acting assistant secretary for public affairs, and dated Sept. 27, it noted that "MGM has never requested or expected any official government endorsement of its product. It asks only for the right to market it without government interferences. We are therefore most gratified by your assurances," the latter added.

Cites 'Discrepancies'

Loew then stated "for the record" what he regarded as "irreconcilable discrepancies" in the "facts" set forth in the State Department's letter to him. Among these "discrepancies," according to Loew, are sworn statements to indicate "that the Ambassador called in the MPEA representative upon her arrival in Venice and stated that either 'Blackboard Jungle' would be withdrawn or else she would leave the Festival and would publicize the motives for her action both in Italy and at home. She added and stated she was willing to be quoted, that she would cause 'the greatest scandal in motion picture history' if the picture was not withdrawn. . . ."

Japan's Kido

(*Continued from page* 1)

phases of American production, distribution and exhibition methods.

After his New York stay, Kido will visit Washington, Chicago, Seattle, San Francisco and Hollywood, as he continues a round-the-world tour which began last August and already has taken him to Italy, Switzerland, Germany, France, Belgium and England.

In New York and Hollywood, Kido will hold invitational showings of the latest Shochiku production in Eastman Color, "The Mask and Destiny," which was an official Japanese entry at the recent Venice Film Festival.

. . . NEWS ROUNDUP

27 Westerns to TV

Twenty-seven western features, all made during 1948-49-50, have been acquired from Vitapix Corp. for exclusive television distribution by Cinema-Vue Corp., it was announced by Francis D. Smith, Cinema-Vue vice-president.

The acquisition of the 27 films, starring Johnny Mack Brown and Whip Wilson, brings the Cinema-Vue library of television features to 158 in current distribution. This includes 131 major feature films acquired recently from British-American TV Movies, Inc.

Academy Picks 'Samurai'

"Samurai," the Japanese color film, has been selected by the Academy Award committee as the first picture to be exhibited to the Academy membership in the 1955-56 season.

Acquires 'Wiretappers'

Dave Emanuel of Phoenix Films, Inc., has acquired the distribution rights to "Wiretappers," for the metropolitan New York, Buffalo, Albany, Philadelphia, Pittsburgh, Cleveland and Cincinnati territories.

Sargent in New NBC Post

William V. Sargent has been appointed to the post of director of administration for NBC-TV, it was announced by Thomas A. McAvity, vice-president in charge of the television network of the National Broadcasting Co.

'Trial' Opens Strong

DENVER, Sept. 29. — M-G-M's "Trial," which had its world premiere at the RKO Orpheum Theatre here yesterday, grossed on opening day a high $1,550, $270 more than the opening day gross of "The Blackboard Jungle," the film company announced.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"It's Always Fair Weather"
in CinemaScope and Color starring
Gene KELLY • Dan DAILEY
Cyd CHARISSE • Dolores GRAY
Michael KIDD
AN M-G-M PICTURE
and SPECTACULAR STAGE PRESENTATION

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PEOPLE

Wilbur Snaper, president of Allied Theatres of New Jersey will address the regional convention of Independent Exhibitors of New England on Tuesday, Oct. 25, at the Toy Town Tavern, Winchendon, Mass.

Al Meskis, manager of the Warner Theatre, Milwaukee, is the winner of a Cinerama watch for the best record of selling Cinerama tickets during the company's recent Spring Festival Drive.

Arthur LaPlant, St. Louis city sales manager for Columbia Pictures, was honored recently upon completion of 23 years with the company. He received a gold wrist watch on the occasion.

Elizabeth Brown has resigned from the Atlanta staff of United Artists to enter the University of Georgia.

Oscar Hendricks, of Evergreen, Ala., is the new manager of the Clayton Theatre in Clayton.

C. V. McClain is the new owner of the Cameo Theatre in St. Augustine, Fla.

L. C. Sipe and Robert Yoeman are now the owners of the Pinecrest Drive-in Theatre at New Smyrna, Fla. Yoeman will be manager.

Charles Thompson has been named manager of the Midway Drive-in Theatre at Tarpon Springs, Fla., a unit of the Floyd Theatres.

Major Products Into New Haven Parsons

HARTFORD, Sept. 29. — Today's opening of "Svengali" at the Parsons Theatre marks first booking of an M-G-M release into a non-Loew's situation here in many months.

The 1,200-seat, downtown house, formerly a legitimate playhouse, has booked three other major releases, RKO's "Bengazi" and "Tennessee's Partner," and Paramount's "Lucy Gallant," according to Bernie Menschell, Bercal, Inc.

At New Haven, two IFE releases, "The Wayward Wife" and "Outlaw Girl," have opened at three independent theatres, the Crown, New Haven; and Post Drive-In, East Haven, and Drive-In, West Haven, bypassing normal, downtown, major circuit openings.

Industry's Women Begin Their Convention Today

Special to THE DAILY

NEW ORLEANS, Sept. 29.—The second annual convention of the Women of the Motion Picture Industry will open here tomorrow for three days of sessions. The WOMPI convention, which coincides with the organization's first anniversary, will have as its theme, "WOMPI-World-Wide."

Approximately 250 women, representing the distaff side of exchange personnel from Dallas, Atlanta, Memphis, Charlotte, Jacksonville, Houston, Washington, Denver and Toronto, as well as local members, are expected to attend the meetings.

To Open With Board Session

The convention formally will get under way at a meeting of the association's board of directors with Verlin Osborne of Dallas, president. Presidents of the 10 chapters will then convene under the chairmanship of Laura Kenny of Atlanta.

Mrs. Loraine Cass, convention chairman, and Mrs. Gene Barnette, president of the local club, will deliver the welcome address, while Anne Kaplan of Toronto will make the response.

Saturday afternoon's session will be devoted to committee reports and will be climaxed with the election of officers. The new officers will be installed by Miss Osborne at the banquet-ball that night in the International Room of the Hotel Roosevelt. Sunday's business will be a continuation of reports, particularly on workshops.

Several Parties Planned

The entertainment aspects of the conclave, aside from the banquet-ball, will include a sherry party at which the Memphis chapter will be the hostess following the final adjournment; a dinner and tour of the Latin Quarter and a "night cap" party, hosted by the Atlanta club, in the Roosevelt Hotel; a coffee party Saturday morning by the Dallas chapter for the outgoing officers and a coiffure show given by the Association of Cosmeticians of America, and a plantation breakfast on Sunday at which Mrs. John Dominguez, president of the Loyola alumnae, will be the guest speaker. Clay L. Shaw, director of the International Trade Mart, is scheduled to be the guest speaker at the banquet.

Fifteen Chairmen

Convention chairmen will be Mrs. Lee Nickolaus, greeters; Mrs. Ann Dufour, registration; Miss Ida Kloss, pre-registration and credentials; Mrs. Ora Johnson, plantation breakfast; Miss Helen Bila, luncheon; Miss Agnes Garcia, badges; Mrs. Connie Aufdemorte, awards; Miss Jane McDonnell and Mrs. Jackie Thom, banquet and flowers; Mrs. Carmen Smith, program; Miss Ruth Toubman, cocktail; and Mrs. Anna Oliphint, food. Convention co-chairmen are Mrs. Marie Burglund, Mrs. Lillian Sherrick and Miss Elizabeth Bacon.

Tells How WOMPI Was Born in Dallas

Special to THE DAILY

NEW ORLEANS, Sept. 29. — Women of the Motion Picture Industry was founded in Dallas about a year ago at a luncheon attended by a few of Film Row's women, it was explained here by WOMPI president Verlin Osborne in a press interview on the eve of the association's annual convention.

Miss Osborne, one of the founders of the organization, recounted the progress of the group from its inception to its position today as an international trade association. She paid tribute to Col. H. A. Cole, who, she said, "suggested that we discuss a plan of monthly get-acquainted luncheons with all other Film Row women," pointing out that such get-togethers would result generally in better public relations. As a result, WOMPI came into being.

Quickly following the Dallas establishment, three other clubs came into being at New Orleans, Atlanta and Memphis. During the past year, chapters have been formed in Charlotte, Houston, Jacksonville, Washington, Denver and Toronto.

At the convention ball to be held here Saturday night, Miss Osborne will reign as Queen WOMPI International.

Film Celebrations on In Ottawa, Windsor

TORONTO, Sept. 29.—Motion picture celebrations are in full swing at two Ontario cities, Windsor and Ottawa, for the inauguration of a "Greater Movie Season" under the auspices of the respective theatre managers association.

A highlight at Ottawa was a street parade which was accompanied by a civic proclamation of Mayor Charlotte Whitton who was later presented with an "Oscar" with a citation for "best performance by a leading lady," the ceremony being performed by Manager Don Watts of the Rideau Theatre, as president of the Ottawa Theatre Managers Association, at a Lions Club luncheon.

The month-long celebration of the Essex County Theatres Association at Windsor got under way with a banquet of the Windsor Advertising and Sales Club in the Norton Palmer Hotel at which manager Ed J. Lamoureux of the Palace Theatre was installed as the Ad-Club president.

Ticket Price Cutting Brings Illinois Suit Against Frisina Co.

Special to THE DAILY

CHARLESTON, Ill., Sept. 29. — Circuit Judge Robert F. Cotton has denied a defense motion to dismiss a $125,000 damage suit against the Frisina Amusement Co., filed by Walter F. Mullaney for himself and as an administrator of the estate of his brother, John W. Mullaney, who owned and operated the Ricky Theatre in Mattoon, Ill.

The suit charges that Frisina, which operates the Clark, Mattoon and Times theatres in Mattoon, with monopolistic practices in lowering admission prices and other unfair practices which drove the Ricky into bankruptcy. Mullaney operated the theatre with his brother, John, a World War II hero who was later killed in action in Korea.

Find 'Seven Cities' Sets Healthy Pace

"Seven Cities of Gold" in its initial engagements is racking up healthy grosses, topping "Violent Saturday," 20th Century-Fox's big earning attraction earlier this year, according to theatre reports.

In six days at the Los Angeles Theatre, Los Angeles, it scored $12,562 against $9,896 for "Violent Saturday" while $6,388 was tallied for the new release in five days at the Fox, Los Angeles, topping the earlier film by almost $750.

Zinnemann Unit to Produce for WB

BURBANK, Calif., Sept. 29.—Jack L. Warner, executive producer, has announced completion of arrangements that will bring Fred Zinnemann to Warner Bros. as producer-director of his own films for Warner presentation.

In making feature productions for his FRZ company under the Warner banner, Zinnemann joins a studio list of creators including Leland Hayward, Billy Wilder, Alfred Hitchcock, Mervyn LeRoy, George Stevens, Elia Kazan, John Ford, William A. Wellman and John Huston.

20th to Hold 'Gold' Preview at Roxy

"Seven Cities of Gold," 20th Century-Fox's CinemaScope film, will make its Broadway opening with a special preview at the Roxy Theatre here on Tuesday.

Leading personalities of stage, screen and television will be on hand at the Roxy theatre for the advance showing of the film.

'Tall' to Loew's State

Twentieth Century-Fox's CinemaScope production of "The Tall Men" will have its New York premiere at the Loew's State Theatre here on Oct. 11.

THRU UA

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Now! THE YEAR'S

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"I'VE GOT FIVE DOLLARS"

"I WANNA BE LOVED BY YOU"

"AIN'T MISBEHAVIN'"

"DADDY"

"ITS ASSETS ARE SO MANY THAT ITS BOXOFFICE POTENTIAL CAN BE CALCULATED WELL IN ADVANCE!"
—M. P. Daily

Westrex

(*Continued from page* 1)

Rome; Adolph R. Schwartz, Bombay; Walter S. Tower, Jr., London, and Julius P. Winter, Paris, also reported that the company's studio and theatre equipment business "is pretty good" and that it has increased from about 20 per cent to some 300 per cent within the past two years in certain territories.

Theatremen, especially in Great Britain, it was reported, are generally "confused" and "uncertain" about the large number of new processes which are being developed and utilized within the industry and are therefore hesitating in spending money for new projection equipment for the theatres.

Print Situation a Factor

A standardization in motion picture sound, magnetic or optical, is dependent on the economic factors confronting exhibition and distribution, the Westrex executives opinionated. The film companies want to cut down on the large number of prints with different sound tracks which are made available to theatres, it was said, and exhibitors who have already invested in new sound equipment, want the different prints.

"For the good of the industry, there will be a standardization of motion picture sound," Winter said, pointing out that while French exhibitors like magnetic sound, they hesitate to purchase the magnetic equipment due to the high cost. Winter however pointed out that the trend is away from optical sound and toward magnetic sound as more and more theatres are being constructed for wide-screen and magnetic sound.

Sees Magnetic Popular

The Westrex manager in Great Britain, Tower, pointed out that the public is conscious of motion picture sound, especially magnetic sound, and exhibitors will therefore continue to install magnetic equipment, as it boosts patronage. He, however, added that optical sound is necessary so that small theatres could stay in business. Tower's opinion concerning magnetic sound was shared by Far East manager Goldrick, who pointed out that large key situations are installing magnetic sound equipment at a rapid pace.

India's Schwartz reported that Indian exhibitors like magnetic sound also and are installing such equipment when it is practical. De Renzis, Westrex manager in Italy, said that the trend in his territory is toward magnetic among exhibitors, but that the public is not so conscious of the medium.

Improvement in Japan

Goldrick, commenting on the Far East territory, said that Westrex business on studio equipment has increased some 300 per cent within the past two years, especially in Japan, where motion picture technical standards have improved immensely. Theatre business is on "a par" with last year when CinemaScope gave equipment dealers "a shot in the arm," he said. Goldrick said that with many new big and small theatres being built in his territory, there are not enough U.S. films to go around.

Schwartz reported that business in India and Ceylon has "picked up considerably" in the last six months, "50 per cent of it in the past two months."

Production Rises in France

Winter, in discussing the French market, pointed out the production during the past year has increased 10 per cent and that there is much theatre building and renovation going on in the country.

De Renzis pointed out that Italian business "has been going very well over the past few years" as theatre income is increasing. The Westrex head in Italy said that the motion picture is an important part of the Italian citizen's environment.

Tower, in discussing his area, stated that "business is very good" as could be attested to the rapid growth of CinemaScope-equipped theatres throughout Great Britain. He estimated that there are over 275 theatres now equipped for the medium there.

Dr. Frayne Questioned

Dr. Frayne, who is also president of Society of Motion Picture and Television Engineers, said that the tendency among film producers today is toward magnetic sound as it is technically the best available. In reply to a question concerning a standardization of sound, Dr. Frayne, speaking as an engineer, said that magnetic sound offers the best reproducing possibilities, but that optical sound could be improved through more research and development. "The public is now aware of magnetic sound," he said, "but economics will play an important role in which type reigns supreme."

Commenting on the development of having magnetic and optical sound on one print, Dr. Frayne said that that has been utilized in Canada for some time in 16mm. situations where the French language was used on the magnetic sound track and the English language on the optical track. "In some instances it has been very successful," he said.

From All Continents

Other Westrex managers attending the Sept. 19 to Oct. 11 conference here are Frank Hayes of Mexico, Paul Kayser of Panama, Jacques L. Monnerot-Dumaine of Spain, Milciades Prado of Peru, Bernard Rundle of New Zealand, Jorge Sanchez of Ecuador, Johan G. Van Erk of Switzerland, Dirk Van Spankeren of Indonesia and George F. Van Weyenbergh of Belguim.

Forecast Before B'way Opening

Set 3 to 5 Year Run for 'Oklahoma!' Rivoli Alterations Put at $350,000

By MURRAY HOROWITZ

A three- to five-year run for "Oklahoma!" at the newly-refurnished Rivoli Theatre on Broadway here is expected, Harry K. McWilliams, assistant director of advertising, publicity and exploitation, declared yesterday.

McWilliams made the forecast at the press conference called by Jules Catsiff, United Artists Theatre Circuit executive who supervised the extensive alterations at the Rivoli for the Oct. 13 public world premiere of the first production in the Todd-AO process.

Catsiff, estimating the cost of the alterations at $350,000, said the theatre will be "practically new," listing the new seats, plastic and painting job, alterations of the lobby, new curtain and screen as the major items in the refurnishing. The cost of the Todd-AO projectors were not included in the $350,000. He said the number of seats will be 1,650 as compared to the 2,000 seats formerly, saying the loss of seating capacity was due to the installation of wider seats.

In addition, Catsiff said a second projection booth in the mezzanine has been installed. The theatre, in the morning off-hours, will be utilized as the show room for the Todd-AO Co., which sells the projection equipment, he added, explaining the reason for the second projection booth.

Screen 66 Feet Wide

He said the special Todd-AO screen will measure 66 feet by 27 feet with a 13 feet center curvature. The picture size, he added, will be 50 feet by 25 feet. The new curtain, which will cost $12,000, measures 90 feet wide and 40 feet high and features motifs from "Oklahoma!".

Concession merchandise will be confined to those items usually found at legitimate theatres, Catsiff replied to a question, adding there will be a ten-minute intermission during the picture.

New Ky. Allied Unit Sets First Meeting

LOUISVILLE, Sept. 29.—The first annual all-day meeting of the newly formed Allied Theatre Owners of Kentucky will be held here at the Seelbach Hotel on Oct. 18. All exhibitors in Kentucky, members and non-members alike, have been invited. Among the topics to be discussed are: Film prices, trade practices, COMPO and federal amusement tax. A film clinic is to be held.

At the meeting there will be an election of officers and directors for the ensuing year. When the unit was first formed officers and directors were appointed to fill out the time, until such time that a regular election could be held.

Speedup

(*Continued from page* 1)

you are handling the case, it will no last anywhere near the time we hav estimated."

The court concluded, "Of course it will not. They never do in thi court."

The first witness is expected to tes tify next Tuesday, with more than 2(witnesses named by the governmen for calling. Fast work would be re quired to end the government presen tation by next week-end.

The fact that some of the witnesse named by the government are mem bers of the Theatre Owners of Amer ica and presumably will be here at tending the convention next week may have some bearing on the speed up in government presentation.

O'Brien to Explain

(*Continued from page* 1)

sions of the 65mm. camera film an 70mm. composite prints.

In addition to Doctor O'Brien's talk more than 50 papers on technical as pects of motion pictures, televisio and high-speed photography, witl emphasis on color, will be delivere during the week long convention opening on Monday.

Plans for an "ideal" participation type theatre currently being carrie out in Williamsburg, Va., will be de scribed on Tuesday morning by Ar thur L. Smith of the Colonial, Wil liamsburg. Smith will explain th theory behind this non-commercia venture, and will describe physica and psychological factors which wil be incorporated into this theatre s as to achieve a new, high degree o participation on the part of th viewer.

An added feature of the technica program will be three roundtable dis cussions lead by a panel of expert who have been active in solving the problems to be discussed. The dis cussions will cover "Motion Picture Studio Production Problems" on Mon day afternoon; "Projecting for the Wide Screen" on Tuesday afternoon; and "Problems of Network Broad casting in Monochrome and Color" on Thursday morning.

Depinet Chairman

(*Continued from page* 1)

man of the board of National Screen Service, who has been named "Pioneer of the Year," and will be held at the Waldorf-Astoria Hotel here on Friday evening, Nov. 4.

Depinet, former president of RKO and COMPO, and a member of the board of directors of the Motion Picture Pioneers, will direct all committees as plans for the dinner program are formulated. Committees are now being organized by Depinet.

Wometco-Wilby

(*Continued from page* 1)

Northwestern outskirts of Miami.

Wometco, owned by Mitchell Wolfson and Sidney Meyer, will operate the 850-car deluxe showplace and Wilby will act as managing director. Work already is under way. It will be in operation before Christmas.

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